

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXVII, No. 1 NEW YORK, OCTOBER 7, 1926

17
10c A COPY

B. A. I. S. 1923 with N. W. Ayer & Son



*Of all the sad surprises,
There's nothing to compare
With treading in the darkness
On a step that isn't there.*

UNIVERSITY OF BUFFALO *Bison*.

"A THOUSAND Things May Happen in the Dark" warns the Eveready Flashlight copy. A peep into the accident ward of any hospital will tell you this is true. Here is Smith who missed his footing on the dark cellar stairs. Here is Brown who wanted to find out how much gas he had in the tank of his car. He found out.

Eveready Flashlight advertising brings home the simple, every-day needs for a good flashlight. It tells how Eveready Flashlight Batteries fit and improve all makes of flashlight cases . . . and why Eveready is "best in any case." Eveready advertising is having an influence for good on the night-life of the Nation.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Where these

*2,000,000 farm
families buy—*

**Your distribution
is greatest**

IN 1925, 88.7% of all farm income was produced in 30 States—the States where you have the great bulk of your distribution.

And in these 30 States, The Standard Unit circulation—in 2,000,000 receptive farm homes—is concentrated. No other farm medium can give you so much—no other can offer you such confidence, such good-will with *buying* farmers and their families.

Standard Farm Paper service is as flexible as your sales problem! You can buy this circulation as you need it—as a unit or by States.



With these Standard Farm Papers you get focused local prestige and selling power—plus national effort where it counts most

The Farmer, St. Paul
Michigan Farmer
Pennsylvania Farmer
Missouri Ruralist
The Wisconsin Agriculturist
The American Agriculturist
The Breeder's Gazette
The Progressive Farmer
The Prairie Farmer
The Pacific Rural Press
Ohio Farmer
Wallace's Farmer
Hoard's Dairyman
The Nebraska Farmer
Kansas Farmer

One order—one plate—one bill.

**The
STANDARD FARM PAPER UNIT**

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

Courtney D. Freeman, Western Mgr.
307 North Michigan Ave.

New York

Willard R. Downing, Eastern Mgr.
250 Park Ave.

San Francisco, Kohl Bldg.

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

Vol. CXXXVII

NEW YORK, OCTOBER 7, 1926

No. 1

Don't Be Too Sure That Changing Styles Will Not Affect Your Business

Keep an Eye on Dame Style—Her Fickleness Has Wrecked More Than One Business

By Walter L. Houghton

General Manager, Luxite Silk Products Company

"A NEW style started in Paris and London has now reached New York and it is thought will soon sweep the country. It seems it is now the proper thing for women to go bareheaded."

Let's assume you are a ladies' hat manufacturer and you have just read the above paragraph while at breakfast. Would you calmly turn to the next page and read how Bobby Jones was progressing in his latest tournament or would you ask for a second cup of coffee and begin to do some hard thinking?

No business can be considered absolutely stable. No product can be accepted as the final word subject to no further changes. Style trend will affect beneficially or injuriously the most prosaic objects and the most firmly established businesses.

"Ah," you may say, "that is possibly true of certain things, but it could never affect the ——— industry." Well, whatever your industry, if your product reaches the consumer, I would like to debate the question with you.

Whoever would have thought it would become unstylish to have carpets tacked to every floor? Glass door knobs have superseded porcelain ones. The firms that made wooden wash tubs—where

are they? Possibly the galvanized iron ones put them out of business and now every city home at least has built-in slate ones and thousands of electric washing machines are putting the old knuckle-reddening washboards out of existence.

And where are the high shoes of yesteryear? Still worn no doubt by the few. Can it be only a few short years ago that every woman wore those fearful articles of torture—heavily boned corsets? Imagine your plight today if ten years ago you had had say a round \$1,000,000 invested in a corset business.

These, as everyone knows, are only a few of many hundreds and hundreds of style changes which, seemingly simple in themselves, have possibly either wrecked or revolutionized many industries. I cite them simply to stress the necessity for every manufacturer to keep continually on the alert to sense a style change—if possible before it has become much more than a fleeting notion in the minds of a number of people.

For instance, the last two occasions I have been in New York I have noticed men going bareheaded. I mentioned this to a manufacturer and he said: "Oh, yes, a silly idea of a few young people—nothing to it."

But often the conception of a new style trend comes from just such intangible beginnings. One person sees the other do something different—it chimes in with what he would like to do, and so the movement grows until its impetus gains nationwide recognition. My private hunch is that more and more men will go around hatless in warm weather and if I were a hat manufacturer I would call my competitors and plan to head off this movement which might seriously hurt the hat industry.

There are many reasons why executives should get to the big centers every so often and keep a finger on the pulse of style. In fact, I think a new job will soon be open with most large manufacturers and that is, manager, or whatever you will, of a style department. The job will call for a man or woman who can sense changes by being aware of the basic reason for the changes, whether it is in crockery, furniture, wall paper, automobiles, men's and women's wearing apparel, or what not. This person will call on the retailers, find out what is their newest problem, listen much, talk a little, be the vital connecting link between the manufacturer and his selling outlets. He will get advance information on angles that later might affect the industry.

I stress this matter of knowing far in advance what changes are going to take place because in this way the manufacturer will not suffer huge losses by being caught with an unsalable product nor will he let his dealers be caught.

In our business, for instance, we have to watch closely style tendencies in hosiery and underwear. Colors come and go in popularity and if we were to be caught with heavy stocks of unsalable colors we would take huge losses.

A few years ago, women were quite satisfied with nice cotton hosiery. Today, it is almost impossible, even in the rural districts, to find a woman wearing cotton hosiery. Silk is king or rather queen. Silk hosiery at first was made seamless. That is, the hose was not shaped or fashioned to the exact lines of the leg.

Then, almost over night women decided that seamless hosiery was not good enough for them—that full-fashioned hose was much trimmer looking and smarter, so the seamless began to lose and the full-fashioned to gain in popularity.

Can you imagine the plight of the hosiery manufacturer who had been putting his entire production to seamless hosiery? Again, most silk hosiery, until some months ago, had a lisle top. But with the advent of shorter and shorter skirts smart women decided they must have hosiery with silk all the way to the top. So now the great demand is for all silk hose.

To try to resist style pressure is suicidal.

I once knew a corset manufacturer who refused to change the cut of his corsets because he said it would be injurious to women—they would not be confined enough and have the proper support. He pounded on his desk and said he would continue to make his corsets the way he knew they should be made and not as a few flighty women might want them. My poor friend the corset manufacturer had his way—but unfortunately he went bankrupt in doing so.

INFLUENCE OF BOBBED HAIR

The vogue of bobbed hair has done more than just put dollars in the barbers' pockets—it has many more ramifications. For instance, it wrecked many a hair net business. Then, again, the bobbed hair put a big dent in the ribbon industry. Remember how every little girl had a big bow of wide rich ribbon in her hair? Try to find a girl today with a ribbon bow in her hair. Can you imagine the loss in sales when about 20,000,000 girls stopped wearing bows, with new ones every week or two and different colors to match different dresses?

But that is only one style trend that has knocked the ribbon business groggy. Old Dame Fashion whispered the word around that ribbons on women's and girl's dresses were out of date. No more be-ruffled dresses with their



The Christian Herald has just completed the tabulation of an exhaustive questionnaire covering a wide range of subjects. Much of the information gained is of such a general nature that it should prove helpful to any advertiser or agency who has some specific problem on which he already has figures or would like additional information. The questionnaires were sent out in such a way that the answers form an excellent method of determining relative consumption of branded merchandise, media, relative buying habits and buying power in various size towns.

We will be glad to send the data on any specific questions to anyone who will write us.

Christian Herald

Bible House, N. Y.

GRAHAM PATTERSON, *Publisher*

J. Paul Maynard, *Advertising Manager*

cascades of ribbons—no more gleaming, lustrous sashes around the waist. Simplification of dress was Fashion's decree and the ribbon business got a wallop between the eyes that made it rock on its toes.

Did the ribbon manufacturers, sensing a disastrous style trend, get together and plan a campaign that would overcome, or at least partly offset, the menacing situation? I will answer my own question—they did not. They, like the corset manufacturers and others, similarly situated, sat back and took their licking—without using collectively the many means they might have employed to save an industry running into millions of dollars.

Some years ago, Camille Perrin, head of Perrin & Co., glove manufacturers of Grenoble, France, told me how a vogue began to make headway of women going without gloves. The glove makers of France got together quickly, and, among other things, they sent boxes of gloves to the leading French actresses asking them to help by wearing gloves on every possible occasion on the stage, at the races, etc. The result was that a vogue was offset which might have crippled the industry.

How many of us realize the importance of creating, or turning in our favor, a style trend to stimulate our particular industry?

From the most insignificant beginnings a style change may grow and grow till it creates a new industry and the farsighted manufacturer must study and experiment to see if he can turn the new style or the new product to his use.

Within the last few years, rayon has made enormous strides and today affects many industries. It crept into the women's underwear field. Underwear was made of rayon and while it had many objections a number of underwear manufacturers quickly saw that it was a factor which had to be reckoned with.

Women who had been wearing cotton underwear decided they would change to this new fabric which looked like silk and yet was

inexpensive. The result has been that many cotton underwear manufacturers, who for years have had an enormous volume and who very likely thought it would go on for generations, have almost been put out of business.

At first, our firm, having watched the growth of the rayon underwear business, debated whether or not we should go into it. As we have the name for making the finest quality of silk underwear, we couldn't afford to make ordinary rayon garments.

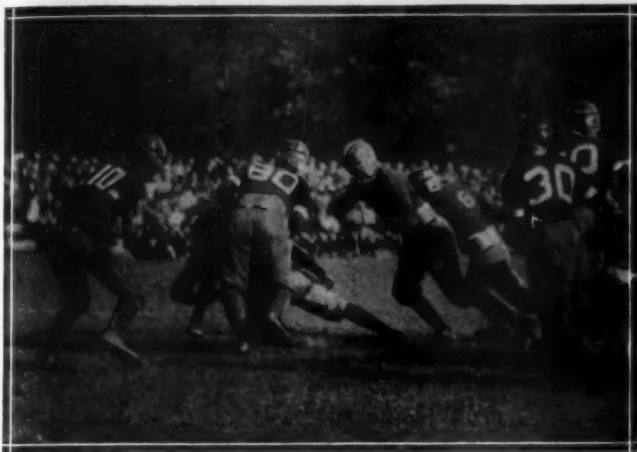
We, therefore, found out just what the objections to rayon garments were and then proceeded to experiment trying to make a fabric that would have all the advantages and none of the disadvantages of this fibre, the biggest objection being that the ordinary fibre would run.

After a year of experimentation we recently put on the market a new fabric which overcomes all the objections to ordinary rayon garments. Perhaps we are over-enthusiastic about this new line. However, unless we are greatly mistaken, what was yesterday a salable rayon garment, will, within a short time, be as out of date as last year's newspaper. Here is a pretty argument in the vital importance of never being content with your product.

The thoughts I have set down here will undoubtedly bring to mind many other vital changes caused by the vagaries of style or use of a new product. If these occurrences indicate anything at all it is that every manufacturer should have as many avenues of information as possible for studying new products or new style tendencies that might affect his industry. Many a company which has gone by the boards would be operating profitably today if style changes had not slipped up on them unawares.

Blue Ribbon Mayonnaise Account to J. Walter Thompson

The advertising account of Richard Hellmann, Inc., Long Island City, N. Y., manufacturer of Blue Ribbon mayonnaise, has been placed with the J. Walter Thompson Company, Inc.



Try to stop him!

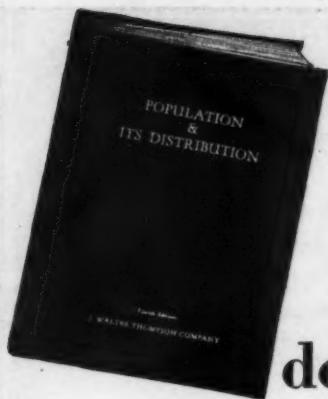
There he goes! Pinkey Mitchell, No. 6, making another of his tackle-smashing gains. He's a tough customer to stop when he gets up steam.

Pinkey and his team-mates are typical of 500,000 readers of **THE AMERICAN BOY**. Eighty per cent are of high school age. They average 15½ years of age, 5 feet 4 inches off the ground and tip the scales at 115 pounds. These chaps need and buy everything that you do. They're your equal in all but years.

Football doesn't hold the whole stage with this husky army either! From cleats to patent leathers and from T-shirts to dress clothes, they're on their toes all the time. They express man-size opinions on the man-size articles they use. And know their stuff on what and where to buy. Their preferences for and against carry weight. Their buying capacity is man-sized. And do they eat? They put a horse to shame three times a day!

Whatever you sell to men, all the way from fountain pens to pickles, you can sell to Pinkey and the 500,000 like him. Start them boosting your product. Win their confidence and friendship through the advertising columns of **THE AMERICAN BOY**. Copy received by November 10th will appear in January.

The **American Boy**
Detroit Michigan



Is your market determined

- by population?*
- by income?*
- by geographic location?*

THE new edition of "Population and Its Distribution" contains two complete sets of maps—almost 400 large pages of accurate facts about population—incomes—sales areas—never before published in book form. In its pages you will find—

1925 Population Figures

Latest mid-census figures show surprising changes in population since 1920. *For example:*

Do you know that the population of the United States has shown an increase since 1920 equal to the 1920 population of the states of Indiana and Illinois combined? That four states—New York, Pennsylvania, Ohio and California have added over a half million each? That the borough of Manhattan in New York City has *decreased* by 300,000—while Detroit shows a gain of 250,000?

679 Retail Shopping Areas

How far can population alone serve as an index of market possibilities? Two cities in Maine,

Bangor and Lewiston, are of nearly equal population. Actually, however, Bangor's trading population is almost twice as great as that of Lewiston.

In "Population and Its Distribution" are given complete retail shopping areas for the entire country with maps and figures for each. These areas are determined by *commercial* rather than *political* boundaries.

Income Tax Returns by Counties

How much money can people spend? Which counties in each state offer the richest sales possibilities?

In Illinois the distribution of population by counties roughly parallels income tax returns. In Alabama, however, over 82% of the total number of returns came from 20% of the counties.

"Population and Its Distribution" gives the number of personal income tax returns for every county in the United States—arranged for ready comparison with population figures for the same county.

* * *

In addition "Population and Its Distribution" gives the number of wholesale and retail dealers for eighteen different trades by states and cities of 25,000 and over—the number of grocery and drug chain stores in large cities and many other statistics of value in planning sales operations.

We shall be glad to send you a copy of "Population and Its Distribution" upon receipt of seven dollars and a half (\$7.50). If you wish to return the book within five days we shall refund your money. Just fill out the coupon below.

J. Walter Thompson Company, Dept V
244 Madison Avenue, New York City

I enclose \$7.50 for "Population and Its Distribution."

Name _____

Address _____

Why Not Speechless Sales Conventions?

This Company Had Only One Speech at a Recent Three-Day Meeting

By Percy H. Whiting

Manager, Retail Sales, Securities Department, Henry L. Doherty & Company

ASK any salesman what was the weakest feature of the last sales convention. If he is truthful (and it is surprising how many salesmen are, considering the provocation to be otherwise) he will answer, "The speeches."

Check back through your memory—how many sales convention speeches can you remember?

Generally speaking, aren't sales convention speeches, as a rule, pretty awful? Could you not sum up all the good points of almost any speech in one or two paragraphs?

I'll answer "yes" for you.

A consideration of the speech question led us to believe that the best convention was the one which contained the fewest speeches.

At a recent three-day managers' convention, barring some after-dinner talks, *we had just one speech.*

It has taken our conventions about three years to evolve from 100 per cent oratory to one-tenth of 1 per cent oratory. In those three years, we have arrived at several conclusions, some of which may be of interest.

1. A speech is probably the worst possible way of getting material across. It is, in the hands of a good orator, the best way of stirring up enthusiasm. But enthusiasm thus stirred up is short lived.

2. A much better way of bringing ideas into the minds of your salesmen or sales executives is through a round-table discussion.

However, an undirected or a misdirected round-table discussion is only a shade better than a "speech."

Here is our plan for directing the discussion in a sales convention:

(a) List the points which you wish to discuss.

(b) Determine what, under these various headings, you want to prove, what you want to sell your men.

(c) Analyze your problem into its factors. In other words, reduce your big questions to a number of smaller and simpler questions.

For example, one of our big problems at a recent convention was "Cost Cutting." If we had asked our men how to cut costs, it is unlikely that we would have secured many helpful ideas. So we split up the problem. We divided the main problem of "How to Cut Costs" into two headings: first, "Spend Less"—second, "Sell More."

The first item was divided into the various items that went into our costs. Then we took each item, as, for instance, "telegraph and telephone" costs and considered, by means of questions, the probable reasons for spending too much on telegrams and telephone messages. For example, we asked: "Who, in your office, is authorized to send telegrams?" "What steps do you take to see that a long distance phone call is not prolonged over three minutes?" "How do you know that people are not having their personal calls charged to your office?" etc.

We sent these questions out in a series of what we call, "Think Letters." They reach at short intervals the men who will attend the convention, and, in broken doses, shortly before they leave for the meeting. We insist that they must be prepared with answers to all questions.

At the meeting these questions are asked. We allow no speeches. We allow no matters to be discussed which are not of general interest.

If, for example, the discussion

*"You go out of your
way to help an
advertiser"*

*Writes Sales
Agents for Sargeant's
Dog Medicines*



The Register and Tribune,
Des Moines, Ia.

Dear Sirs:

I want to thank you very much for the wonderful help you have been to us in developing the business on Sargeant's Dog Medicines in the state of Iowa. The assistance you have given our salesmen in obtaining distribution and in checking up the window displays has been of the very best.

*You seem to go out of your way to
help an advertiser.*

Your service is practical, which fact is most refreshing when one considers the amount of theoretical service promised by many newspapers. The two prints of the window displays which was made in your merchandising window on Sargeant's Dog Medicines are very much appreciated.

ELIAS SHAKER & COMPANY,
(Sargeant's Sales Agents)
St. Paul, Minn.

**The Des Moines
Register and Tribune**

175,000 Daily

150,000 Sunday

99% in Iowa

is on high telegraph bills and a man gets up and prefaces his remarks with, "Well, the reason they are high in our office is—" we forthwith throw the gavel at him. What we want are not alibis, but, in the case just mentioned, specific methods of keeping these costs down.

All meetings are stenographically reported. From these reports, we carefully sort out the helpful facts, which we put in such form that they will be permanently useful to our managers.

For example, we recently needed a manual for field managers. To get it, we held a three-day meeting of managers and field managers on the basis outlined above, to discuss the field manager's job and how he should do it. From the notes taken at that meeting we built up a field manager's manual which, whatever its faults, was surely built on the experiences and knowledge of the men who do the job and the men who supervise it.

3. Break up this round-table discussion with skits and playlets. One in the middle of the morning session and one in the middle of the afternoon, is about right for skits. Never, under any circumstances, try to keep these questionnaire-round-tables going over an hour and a half, without some change or relaxation.

Note this big difference between an all-speech convention and a question-discussion convention. The former is restful, soporific. If you get sleepy you go to sleep. Not so with a question convention. The next question may be fired at you; and if you don't know what it is or have not followed the preceding discussion, you have to make a damaging admission.

So the question convention requires sustained attention and hence should frequently be broken up with some form of mental relaxation.

To sum it up: If you want to get value out of your conventions break your problems up into questions, send these out in advance, then discuss them at the convention.

Here are a few suggestions for conducting "question conventions":

1. Have a hard-boiled chairman. If anybody runs over the chairman a poor meeting will be enjoyed by all.

2. Treat 'em rough. Especially: (a) Don't let salesmen talk among themselves. Prevent it by firing questions at the offenders.

(b) If they start to make a speech, ruthlessly stop them.

(c) If they wander from the subject haul them right back.

(d) Make them address the chair; it saves time and confusion.

(e) Start on time and politely blister those who come in late—also quit on time.

3. Have the seats bunched. If your seats are too far apart it is extremely difficult to speak and to hear.

4. Go to any reasonable extreme to avoid interruptions. Disconnect the telephone and put some determined citizen at the door.

5. Have several interlocutors; one soon wears out.

6. Have an elastic schedule. Announce that the meetings will start on a certain day and hour—and end when the program is completed.

7. Don't lay out too much. If the questions are interesting and if the man who asks the questions is on his toes, you will develop real discussion—and this takes time.

8. Move at high speed. If the program lags, it is wrecked.

9. Don't attempt this kind of a convention if work is repulsive to you.

Kelvinator and Nizer Accounts to D'Arcy

The D'Arcy Advertising Company, St. Louis, has been appointed by the Electrical Refrigeration Corporation, Detroit, to direct the advertising of its two electrical refrigeration units, Kelvinator refrigerators for homes and Nizer ice cream cabinets for soda fountains.

Ground Gripper Account to Frank Seaman

The Ground Gripper Shoe Company, Boston, has appointed Frank Seaman, Incorporated, New York advertising agency, to direct its advertising account. Newspapers and magazines are being used,

MILWAUKEE—First City in Diversity of Industries!

The Best Speaker For Radio Advertisers

NATIONAL radio advertisers, during the first 8 months of 1926, invested nearly twice as much in *The Milwaukee Journal* as in any other Milwaukee newspaper.

The Journal printed 63,815 lines of paid national radio advertising—a gain of 4,534 lines over the first 8 months of 1925.

The rich and stable Milwaukee Wisconsin market is a fertile sales territory. In Greater Milwaukee alone, more than 20,000 radios were sold during 1925, as shown by *The Journal Consumer Analysis*.

Here is an exceptional opportunity for radio advertisers to build a maximum volume of business through *one newspaper*—

THE MILWAUKEE JOURNAL
FIRST BY MERIT

WISCONSIN—First State in Value of Dairy Products!

“The Department Store More than a **2 to 1 Gain!**”

ALTHOUGH now carrying a volume of department store advertising exceeding the combined total of the next four daily papers, The Chicago Daily News in the first eight months of 1926 gained **394,351** agate lines of department store advertising over the corresponding period of last year.

The nearest morning paper gained **132,823** agate lines.

The next evening paper lost **278,677** agate lines.

This remarkable demonstration of the results being obtained by Chicago's leading merchants through the superior selling power of Chicago Daily News advertising again presents to ALL advertisers the best possible information to guide their selection of a medium in Chicago.

To Chicago people—and to advertisers—The Daily News is “the department store of newspapers.” It provides for each member of the family, and for every type of reader, the news, special articles and features that suit them best. It gives them the most comprehensive display of “advertising news” available. How the Chicago department stores place their advertising is shown in the tabulation at the right.

THE CHICAGO

First

*Advertising
Representatives:*

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Lothrop
300 N. Michigan Ave.

of Newspapers" makes

Total Department Store Advertising in Chicago from January 1, 1926 to August 31, 1926

	Total in the "Loop"	Total outside the "Loop"	Total of all Dept. Stores
The Daily News	3,449,036	1,024,292	4,473,328
Daily Tribune . .	1,358,513	21,075	1,379,588
Sunday Tribune .	1,092,239	273,688	1,365,927
Daily			
Herald-Examiner	500,706	43,004	543,710
Sunday			
Herald-Examiner	588,805	110,717	699,522
Post	427,093	228	427,321
American	1,332,169	288,458	1,620,627
Journal	758,500	114,647	873,147
Total	9,507,061	1,876,109	11,383,170
Percentage in			
The Daily News	36.28%	54.60%	39.30%

THE DAILY NEWS PRINTED

- 3,093,740 more lines than the highest morning paper.
- 2,852,701 more lines than the next evening paper.
- 1,727,813 more lines than the highest daily and Sunday paper combined.
- 2,550,030 more lines than all morning papers combined.
- 2,407,879 more lines than all Sunday papers combined.
- 1,552,233 more lines than all other evening papers combined.

Member of The 100,000 Group of American Cities

DAILY NEWS

Chicago

DETROIT
K. Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
C. Geo. Krogness
253 First Nat'l Bank Bldg.

U.S. Dept. of Agriculture says:

Oklahoma Leads



- the entire Nation in condition of farm crops

MIRACLES have been achieved by Oklahoma farmers this year! Based on a ten year average for 100 percent normal, Oklahoma's crops are 121.7 percent . . . the highest condition shown by any state. As a whole the 1926 crops of this rich farm market are more than 23 percent better than the average for the entire nation. Every authority points to the fact that this is Oklahoma's greatest agricultural year. Vast wealth is centered in this big farm market. Your opportunity for big profits is here in Oklahoma! Go after your share of the profits through consistent advertising in the Oklahoma Farmer-Stockman, Oklahoma's only farm paper.

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adm. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY

New York

Chicago

Detroit

Kansas City

Atlanta

San Francisco

Why Dealers Waited Forty-Nine Years to Push Our Line

When We Proved Our Willingness to Share Their Selling Job They Began to Feature Bunte Candies

By F. A. Bunte

Bunte Brothers, Inc., Chicago

THERE appear to be two divergent and sharply contrasting methods of promoting sales in common use today by manufacturers, both of which use the regular jobbing and retail channels to reach the final buyer.

The first of these seeks virtually to ignore the jobber and retailer in sales promotion work and go straight to the consumer. Usually, the manufacturer's aim is to sell the consumer by means of extensive advertising alone.

By sheer force of the repetition of good copy shot at him from a hundred different angles, the consumer at last walks into his dealer's store, the proponent of this method argues. He asks for the advertised merchandise by name and is disposed to give it at least a fair trial. The jobber and retailer, the theory runs, have become mere suppliers of a demand brought about by advertising. They are passive order fillers, not active salesmen.

The other and more common method contemplates using whatever selling ability jobbers and retailers may happen to possess and getting them to put it back of a particular brand of merchandise. Sometimes, in cases of this kind, the manufacturer advertises to the consumer. Often he does not, especially when he believes the jobber

and retailer are smart enough to move the merchandise. Occasionally, he believes his merchandise will sell itself without the aid either of consumer advertising or jobber-dealer co-operation.

In the last two years, Bunte Brothers have found that con-

1876 — GOLDEN ANNIVERSARY — 1926

Bunte
WORLD FAMOUS
CANDIES

CRISPY Diana "Stuffed" Confections are as essential to the picnic as the sandwiches themselves. They are the perfect summer candy. The taste-stirring deliciousness of these *crispy* *super shells* "Stuffed" *... with pure* *... delicious fruit-jams* *... nuts and macadamia* *... but never long equalled.* The shells are superior, to hold juices of the tempting fruit-jams we make ourselves.

These shells are best for children—and go four times as far. Each pound contains 144 pieces—21 varieties—a treat for every tongue.

Have Diana "Stuffed" Confections handy for every summer occasion. Keep a supply at home always. Packed in air-tight glass jars, 24 oz., 36 oz., 4 oz., 16 oz., 18 oz., 16 oz., 7 oz.—or in 2, 1 and 1/2 lb. air-tight decorated tins. Pacific Coast prices are only slightly higher.

Look for the name "Bunte"—it means 50 years of quality candy-making. Demand the genuine. Choose from 1200 Bunte Candies.

BUNTE BROTHERS - CHICAGO

DIANA "Stuffed" — Confections —

AN APPEALING TYPE OF COPY IS BEING USED TO FEATURE THE COMPANY'S GOLDEN ANNIVERSARY

sumer advertising will, of itself, send some buyers of candy to the retail dealer asking for our brands. During the forty-nine years prior to 1924, we sold an increasing volume of candy each year without much of any consumer advertising. But now, in 1926, we are getting what can fairly be called

maximum sales results from a balanced program that includes jobber and dealer promotion plus consumer advertising. Independence of the jobber and dealer has never been among our aims. The policy of working with them lies at the core of our business, but two years of experience have taught us that no kind of co-operation is worth more to everyone concerned than advertising to consumers.

It does not take a dealer long to discover what merchandise will sell and repeat. He may like nothing better than to push long-profit items; but it is rare to find him making leaders of them, for the reason that the long-profit item often lacks repeat and prestige-building qualities. Your alert-minded dealer has been educated to some pretty definite ideas about turnover today; and they are apt to be accurate ideas, too. Give him quality goods and show a tendency to help him make his stocks of them turn faster and he is inclined to try to make a leader of the line.

Dealers waited forty-nine years before featuring Bunte candies as leaders. They were waiting for the kind of consumer advertising that has convinced them of our readiness to share their selling and promotion work with them.

For three generations our family has made candies. My grandfather and his brother started in fifty years ago. They would buy a barrel of sugar and make up a batch. More than once it was necessary for them to sell that batch before they could buy another barrel of sugar. The business grew but in a non-spectacular way. From a small start in Chicago, we gradually widened our distribution until today we sell all over the United States and in England, South America and the Far East.

Most manufacturers, today, show no hesitation at claiming quality for their merchandise. A small minority of them have developed the faculty of selling quality, which is quite another thing. We have to sell quality for, to put it

bluntly, that is all we have to sell.

I mention these details to bring out more sharply the fact that for so many years we did not tell consumers, and that means almost everyone, about the kind of candy we made. Instead of letting people know in an interesting, appetizing way why our merchandise was more than just good, we allowed the business to grow at a more leisurely pace. It was not until 1926 that we made any sizable advertising effort. Up to that time, we advertised occasionally without following any comprehensive program.

Several years ago, we developed a low-price, popular seller in the bar candy field. It seemed to have the makings of a leader and then, almost overnight, the public swung to another and quite different kind of candy. Dozens of new competitors jumped in to take advantage of this changed condition.

HARD CANDY ALWAYS POPULAR

In looking for something in our line of 1,200 items to offset the drop in sales which we suffered, we studied our chart of hard candy sales. Year after year, hard candies had been big sellers from October to May. From June to the end of September, they dwindled to almost nothing. The sales graph looked like a capital "M."

No one had to look far for the reasons. Hard candies were sticky and unpleasant to handle in hot, humid weather. We were the first to pack hard candy in air-tight containers, but up to this time we had never urged consumers to buy this type of candy in the larger-size tin or glass container and keep it on hand in the home.

Early in the spring of 1925, we decided to advertise our Diana "Stuff" line during the following summer in twenty-one general periodicals and on posters. We took the news of this advertising to the jobber and dealer and for the first time came to them with a clean-cut proposal to help step up their summer business.

"If you will hook up with this advertising and feature Diana

'Stuff' candies this summer," we said to dealers, "we will soon establish this item as an ideal summer candy, suitable for all occasions such as picnics, traveling, parties and so on. Your customers will buy more candy for other uses from you. Your store will add to its reputation as a place where your customers may buy all merchandise with utmost confidence. Sell them the small jar for motor-ing, the big jar for social occasions and the cans to keep at home always. Proper packaging has removed the unpleasantness of handling hard candy in the summer. Our advertising will make it easier for you to sell."

Dealers gave our men a hearing. The idea impressed them as worth something, even before any advertising appeared.

We wondered how long it would be before the advertising took hold. Its effect was apparent within a few weeks after the start in June, 1925. Before the summer was over, we knew that the public wanted this type of candy in the summer time. Our dealers, too, were convinced. Although prices were down, we showed an increase in dollars of sales and an increase of tonnage for the summer.

It is important to note that the increase over the preceding year's monthly totals kept on piling up after the summer campaign ended. That proved to us that although it is not too much to look for some immediate returns, most of the dollars spent for advertising are likely to take some time to come back home with earnings. We did not expect full value from our 1925 advertising during 1925, although as a matter of accounting we charged its cost against the operations of that year. A good part of our sales increase this year is unquestionably due to the 1925 campaign.

Not so long ago, it was possible to build up a fair jobber and dealer distribution on the basis of quality in the merchandise alone. That is becoming increasingly difficult with the passing of each year. And the reason is not obscure. The various trade factors have learned to know which manufac-

turers are doing anything helpful about promoting sales. Where they hold back and hesitate about pushing an item or making a leader out of a line that has merit, one of the first questions a manufacturer may well ask himself is: "What am I doing to bring about demand or acceptance for retailers?" It is evident now that our hesitancy in going to the consumer with advertising telling him about the quality of Bunte Brothers' products operated as an inhibition to keep many dealers from featuring our goods.

Need I add that we have not stopped with buying publication space and filling it with copy? To exploit that advertising our men have taken the idea of advertising and the advertising itself to our dealers. They have shed their coats and rolled up their sleeves to work with store salesmen to get the right kind of window and counter display. Candy is impulse merchandise. Without good display it is lost. One of our problems has been to get dealers stocked adequately in order to be able to supply calls for the various sizes of jars and packages that are advertised. A special assortment deal proved valuable in getting representative stocks and in avoiding the too-small order.

DEALERS WILL HANDLE FEWER BRANDS

The time is not far off, if it is not already with us, when dealers are bound to see the necessity of tying up with fewer brands of merchandise than many of them are now trying to handle. They are going to realize that they can make more money and establish reputations for their stores by tying up to well-advertised, quality merchandise rather than by stocking a little of this and a little of that. If a dealer is going to be merely a supply depot for merchandise, he can perhaps do best by making a sample room of his store where all sorts and conditions of goods are stocked. If, on the other hand, he has any idea of actually selling merchandise and building a more or less permanent business, he will go farther buying

fewer brands and concentrating on those that manufacturers are helping him sell.

Our business grew steadily over a period of years without advertising and without too much attention to what was needed to get active point of sale push back of our lines. Dealers waited forty-nine years for something that would encourage them to make that push. On their part and on ours, the old ideas about merely being a business to supply an existing demand have disappeared. We are thinking in terms of creating a demand, for there is a surplus of supply in the candy business today.

The net result of our attempt to shoulder part of the dealer's selling job, up to the present time, is better selling by our dealers, a growth in distributing outlets and a tendency on the part of dealers to make leaders of our advertised lines. Since we began our national advertising, a year and a half ago, we have had a steady monthly increase in dollar volume and in tonnage in spite of the fact that prices generally have been lowered.

Carbide and Carbon Chemicals Account for N. W. Ayer

The Carbide and Carbon Chemicals Corporation, New York, has appointed N. W. Ayer & Son to direct its advertising account. This company manufactures chemicals and allied products used in many industries. Among these are Prestone, an anti-freeze solution for automobile radiators, and Pyrofax, a gas for use in homes which are not served by city gas.

Waldo Hawxhurst, Western Manager, "Harper's Bazar"

Waldo Hawxhurst, formerly with the Eastern office of *Harper's Bazar*, has been appointed Western manager, effective October 15. Robert C. Carnahan, also with the New York office, will be transferred to the Chicago office at that time.

Has Electrical Refrigerator Institutional Account

The Society for Electrical Development, New York, which is conducting an institutional campaign in the interest of the electrical refrigeration industry, has appointed Calkins & Holden, Inc., to handle this advertising.

W. W. Crocker Heads Californians, Inc.

W. W. Crocker, vice-president of the Crocker First National Bank, has been elected president of Californians, Inc., San Francisco, to succeed Roy N. Bishop. In accepting the presidency, Mr. Crocker issued a statement in which he credited advertising with much that has been accomplished in executing the development program of the organization.

Californians, Inc., was organized about four years ago by a group of San Francisco business men to advertise the advantages of San Francisco and California to the nation.

A. B. Lambert Heads New Antiseptic Business

Albert Bond Lambert, who for several years was chairman of the board of directors of the Lambert Pharmacal Company, St. Louis, maker of Listerine, has resigned to head a newly formed corporation in that city, to be known as the Pasteurine Chemical Company.

The new company will manufacture and market Pasteurine, an antiseptic, which has been made for several years by John T. Millikin & Company, St. Louis.

DuBois Young, President, Hupp Motor Car Company

DuBois Young has been elected president of the Hupp Motor Car Company, Detroit, succeeding Charles D. Hastings, who has become chairman of the board of directors. Mr. Young, for the last twelve years, has been vice-president in charge of manufacturing.

P. M. Bryant, Vice-President, Sumner Agency

Paul M. Bryant, for nine years with Buckley, Dement & Company, Chicago, of which he was vice-president, has become associated with the G. Lynn Sumner Company, New York advertising agency, as vice-president in charge of merchandising plans.

H. H. Conland, New Head of Hartford "Courant"

Henry H. Conland has been elected president and publisher of the Hartford, Conn., *Courant*, succeeding the late Charles Hopkins Clark. Mr. Conland has been treasurer and general manager of the *Courant* for many years.

Lord & Thomas and Logan Transfer N. H. Clemence

Norman H. Clemence, formerly of the New York office of Lord & Thomas and Logan, is now located in the London office.

An index to Indiana's willingness *to spend*

We hear a lot about buying power. But isn't it the ability and *willingness* to spend money that really counts? A high buying power, in the abstract, might be the exact reverse of the thing the seller of merchandise is interested in — money to spend and the willingness to spend it that means sales of goods. Indiana people have money to spend, and the (more important) desire to spend it. They have dynamic, not static, buying power. Here is an index:

Indiana's gasoline bill is more than \$60,000,000 a year.

The state tax on gasoline yields nearly a million dollars a month for the state highway program.

Up to the first of August, 711,524 motor vehicles were registered and state officials predict 800,000 by December 31.

A state where less than one-fifth of the population (though practically *every* family) can tax itself nearly a million dollars a month while buying four to six million dollars worth of gasoline to run its three quarters of a million motor vehicles, *has money to spend and the willingness to spend it*. Naturally, it is a splendid market for merchandise. Ask The Indianapolis News (merchandising department)—Indiana's foremost newspaper and greatest advertising medium—for concrete, accurate market statistics on any merchandising problem.

The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York
DAN A. CARROLL
110 East 42nd St.

Chicago
J. E. LUTZ
The Tower Building

The Average
Circulation
New York
for the
ending September 30

677

—And at 3c a copy daily

For the 6 months ending September 30, 1926
the New York Evening Journal shows an average daily

GAIN OF 42,039

over the same period ending September 30, 1925

NEW YORK EVENING JOURNAL

The largest evening newspaper circulation in America
3c a copy daily—5c on Saturdays

age Net Paid
 tion of the
 ork Evening Journal
 the six months
 ber 30, 1926, was

7844

aily — 5c a copy Saturdays

For September 1926, the average net paid
 circulation of the New York Evening Journal, was

692,775 copies
 a day

VENING JOURNAL

DOUBLE the circulation of the next New York
 evening paper PLUS 86,380

The Significance of Detroit News Advertising Leadership of the World

In a city one-sixth of New York's size, The Detroit News nevertheless carries 3,269,208 lines more advertising the first 8 months of 1926 than New York's outstanding advertising medium—The New York Times.

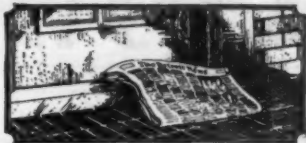
TO comprehend fully the relative strength of The Detroit News among the great newspapers of the world, compare the population of Detroit and suburbs with that of the great metropolitan area of New York. Detroit's population is one and a half million; New York's is six times as great.

Nevertheless The Detroit News advertising for the first eight months of 1926 exceeds that of The New York Times, generally conceded America's outstanding newspaper, by 3,269,208 lines for the first eight months of 1926.

The Detroit News furthermore tops the list of all great American newspapers in the matter of advertising patronage not only weekdays but weekdays and Sundays combined, carrying 22,447,362 lines during the first 8 months of 1926.

The net paid combined weekday and Sunday average circulation of The Detroit News exceeds 335,000 (350,000 Sundays and 320,000 weekdays) and is larger than that of any other Michigan newspaper. In fact, no other city of Detroit's size or larger is so thoroughly covered by one newspaper as Detroit is by The News.

You, also, can profit through such coverage.



The Detroit News

Detroit's HOME Newspaper

When Letters to the Husband Sell the Wife

The Methods of a Letter Writer Who Claims He Understands Feminine Psychology

By Harrison McJohnston

WHENEVER there is a question whether a letter should be addressed to the husband or the wife of the family, it is not always best to address the wife—even though she will be the chief beneficiary of the purchase.

"Many a letter designed to sell the wife has been mistakenly addressed to the wife"—this from the experience of a man who has been selling household appliances by mail for a long period of years. "You see," he said, "the wife in most cases prefers to have her husband give her things. She wants him to be thoughtful of her welfare and happiness. While she may actually decide on the purchase for him, she wants to feel that he is doing the deciding in her favor. If the letter writer, by addressing the husband in his letter, can help the wife toward feeling this way about the purchase, he is usually more likely to make the sale."

Not long ago, this man was selling a special hat box and a few other packing accessories for use by a woman while on an automobile tour. He tried out 1,000 names of wives and another 1,000 names of husbands on similar lists of names. It was a fair test. But the letters to the husbands were masculine in tone, while the letters to the wives were somewhat feminine in tone. Both were good letters; in fact, the letter to the wives was, if anything, a better letter than the one that was sent to the husbands. But the letter to the husbands—which was read by the wives—pulled more than twice as many orders as the letter to the wives.

In order to be sure that the feminine tone of the letter to the wives was not the cause of the comparative failure of one letter

to pull orders, another 1,000 wives were circularized with another letter, equally good, but in more of the masculine motif. These letters pulled a little more than the number of orders secured from the first 1,000 letters to the wives, but not enough more to invalidate the conclusion that a letter to the husbands, in this case, would be far better than one to the wives.

Other tests by this same man have convinced him that letters to women often fail because they are (obviously to the women) an attempt on the part of some mere man to imitate the delicate phraseology of the feminine mind. He finds that mannish—you might say, gentlemannish—letters addressed to women are more effective than effeminate letters, every time; and particularly are they more effective than effeminate letters which are obviously signed by a man, even though he be an officer of the company that sends the letter.

WHO REALLY BUYS?

The letter writer mentioned above says that he really thinks he understands feminine psychology. He boasted about this on the golf links. In the foursome was an automobile distributor who didn't believe him—thought it was impossible, beyond the ken of any man. This automobile dealer then told how difficult it was for his salesmen to sell the wife of a prospective purchaser, especially if the couple were in moderate financial circumstances and wanted other things for the home.

"Don't sell both of them," said the mail-order man. "Sell the husband and then let him sell the wife. Get him sold first and then give him a suggestion or two on how to sell his wife."

"You're talking through your

Stetson," was the comeback. "Cart before the horse. You mean sell the wife and let her sell the husband."

"That's all right," said the mail-order man, "if you're on the floor talking to both of them. Then you pay little attention to the husband. I know that. You get the wife to express a desire for the car; then perhaps you close by stressing a few points of special appeal to the man—or you just let the woman close the sale by her evident desire for your car."

"Nevertheless," he continued, "she would prefer to have her husband make the decision and sort of thrust it on her more as a gift to her because she likes it."

"Now, why don't you use that method in a little letter campaign? Just send a letter to the husband designed to sell him and incidentally to sell the wife if she reads it. Then, a few days later write the husband a letter at his office that suggests a little strategy on his part which will please his wife immensely."

"What's that—strategy?" asked the automobile dealer.

"Let me show you. I'll write a couple of letters that'll turn the trick," said the mail-order man. "You can try them out—and maybe learn something about this husband-wife complex."

The first letter in this case was not so very unusual, except that it emphasized the whole family's increased enjoyment in having the new Studebaker President car. But the second letter, sent to the husband's office, was this:

Dear Mr. Cochran:

When you go home tonight, say to the wife: "Dearie, the best is none too good for you and the kiddies. That President car—it's a 'wow'—a thoroughbred through and through. I'd like to know what you think about it. Holmes is coming for us at 7:30 for a ride."

Maybe, Mr. Cochran, you can't act on this suggestion until tomorrow evening. I'll call you a little later in the day.

That strategical plan was tried out by the automobile dealer, and he is still using it. On the ride in the evening he induces the wife to sit in the front seat on the way out and the husband on the way back.

His best closing argument is to suggest how much the family, and his wife in particular, would enjoy the great compliment of having such a car presented to them.

Even while the wife is saying, "Will, we can't afford this fine car," she is really hoping that Will will insist on her having it—because the best is none too good for her.

"Let the wife desire to have; let the husband decide to buy because the wife desires to have. Don't depend on the husband to sell the wife on the desirability of having your product. Let her form her own conclusions in her own way by a perusal of the letter to the husband, which letter is really designed to sell the wife. But if the letter is addressed to the wife, do not try to make it feminine in tone. Be polite, but not too polite. Make no apparent difference in your letter from that which you would send to a man; that is, do not let the woman suspect that you are trying to influence her by artistic subterfuge. She is always keen in detecting this in a letter, and it characterizes many of the selling letters she receives."

OVER HER HUSBAND'S SHOULDER

That is, roughly and briefly, the formula which guides the work of the mail-order man previously mentioned. It has been uniformly his experience that letters addressed to the man of the house and intended to sell the woman of the house bring better results than letters addressed directly to the woman. But it should be the kind of letter that would likely be handed over to the woman for reading. This can be done by indirect suggestion, as in a letter which began:

Dear Sir:

Your wife would probably agree with the following statement:

Packing clothes and hats for that vacation trip in your car is a perplexing problem—unless you carry the detachable running board trunk, which provides just the right compartments.

Note the special features of this trunk as shown on the inclosed folder—its pleasing appearance, its capacious size; its adaptability for use as a regular steamer trunk on trips by boat or train.

And the price is reasonable. You

A CAMPAIGN FOR CIVIC BETTERMENT

launched by House & Garden

The House & Garden campaign for the beautification of cities, towns, and villages has met with an exceptional success.

Hundreds of requests for information and assistance have come to House & Garden from all sections of the United States and Canada as well as from various other parts of the world.

Clubs, civic organizations, and chambers of commerce—state, county, and municipal officials—highway, building, and public utility commissioners—forestry experts—individuals and institutions of all kinds interested in this constructive work, write to the Town Betterment Editor of House & Garden.

Still another reason for House & Garden's influence reaching far beyond any limitations implied by ordinary circulation figures.

HOUSE & GARDEN

One of the Condé Nast Group

All members of the Audit Bureau of Circulations

would pay as much for an ordinary trunk that is not equipped for use on the running board.

If you order this trunk now, you will be sure to have it when you want it—for those short trips as well as the long ones.

May we serve you now in this way?

On reading this letter, it is only natural for the husband to say to his wife, "Here, what do you think of this?"

It always looks like a good idea to the wife who never has enough places for things in the car on a trip, and who suffers most from having suit cases piled in the tonneau—for son Jim or daughter Grace always wants to ride in front with Dad.

Anyway, the reaction to the letter is bound to be favorable as expressed by the wife, whatever form it takes—giving "hubby" a chance to say, "All right, you'll have one."

This is borne out by the results secured from this letter—better results than were secured from other letters sent directly to the wife and others which were sent to the husband but did not include the wife as she is included in the first paragraph of this letter.

Somehow, a letter to the woman of the house, even though she is the logical buyer of the product offered, does not pull as well, in this man's experience, as a letter to the husband. It seems that many women are naturally cautious of the business letter addressed directly to them. And there is no doubt at all about the relative effectiveness of similar letters directed to husbands and to wives when the product is one for the home or the family and not for the wife individually. Here the letter addressed to the husband and designed to sell the wife as well as the husband, is generally found to be most effective.

New Accounts for Minneapolis Agency

The Bennett Organ Company, Rock Island, Ill., has placed its advertising account with Addison Lewis & Associates, Minneapolis advertising agency. Business papers and direct mail will be used. The Fountain Pencil Company, Minneapolis, has also appointed this agency to direct its advertising.

J. A. Richards Is Author of Book of Poetry

Joseph Addison Richards, chairman of the board of directors of the Joseph Richards Company, Inc., New York advertising agency, is the author of a book of poetry which has just been published by the George H. Doran Company, New York. The book takes its title from the first poem, "The Master of My Boat."

In all, the volume is a collection of fifty-five poems, most of which have been inspired by religious themes.

P. J. Syms Appointed by Rand McNally & Company

Philip J. Syms, until recently a publishers' representative at New York, has been made Eastern advertising manager of the banking publications of Rand McNally & Company, Chicago. He was at one time advertising manager of the former *Metropolitan Magazine*. Mr. Syms also has been with the J. Walter Thompson Company for several years.

H. J. Cowan Starts Advertising Business

Harrison J. Cowan, for the last two years general sales manager of the Nestler Rubber Fusing Company, New York, has started a general advertising business at New York under his own name. He was formerly vice-president of the John Clark Sims Company.

H. S. McGehee with Bauerlein Agency

Harry S. McGehee, formerly of the New York office of Cecil, Barreto & Cecil, has joined Bauerlein, Inc., advertising agency of New Orleans. He was previously with the New Orleans office of the Ferry-Hanly Advertising Company.

C. G. Kisner Appointed by "Hardware World"

Charles G. Kisner, formerly with The Britton Gardner Printing Company, Cleveland, has been appointed Western representative of *Hardware World*.

Lindenstein-Kimball, Inc., Opens Pittsburgh Office

Lindenstein-Kimball, Inc., publishers' representative, New York, has opened an office at Pittsburgh, Pa. Grover W. Boyd is manager.

Returns to Grand Rapids "Herald"

Lloyd Marshall has joined the advertising department of the Grand Rapids, Mich., *Herald*, with which he was formerly connected.

Harper's Bazar

Announces

the appointment of

Waldo Hawxhurst

as

Western Manager



Associated with

Mr. Hawxhurst

will be

Arnold Shoop

and Robert C. Carnahan

Western Office

Hearst Building

326 West Madison Street

Chicago



Chosen to cover Boston's home builders

That advertisers find that the Herald-Traveler reaches more home builders and owners in the Boston territory is the only conclusion that can be drawn from this fact: during the first eight months of this year, daily and Sunday, the Herald-Traveler carried 146,667 lines of building material advertisements, nearly 20,000 lines more in this classification than the second newspaper. The fact is significant not only to the building industry, but to all others, for home owners are the most substantial of citizens, prospects for the best of advertised products of all kinds. The Herald-Traveler covers this field.

A large number of the nation's biggest and best known firms in the building field, who use a single dominating newspaper in each large city, in Boston this year used the Herald-Traveler exclusively. Among these are:

E. I. DuPont de Nemours & Co.	C. F. Church Mfg. Co.
Devco-Raynolds, Inc.	Pittsburgh Plate Glass Co.
Brown-Wales Co.	Pennsylvania Portland
Hodgson Portable Houses	Cement Co.

Other accounts, typical of the building industry, that have been using the Herald-Traveler regularly this year are:

Standard Plate Glass Co.	Norfolk Varnish Co.
Carpenter-Morton Co.	Knox Varnish Co.
Dalquist Mfg. Co.	Safepack Mills
Bird & Sons	Portland Cement Association
Bonded Floors	Standard Sanitary Mfg. Co.
Crane Company	Copper & Brass Research Ass'n.

Advertising Representatives—
Geo. A. McDevitt Co.



914 Peoples Gas Building,
Chicago, Illinois
250 Park Avenue,
New York, N. Y.



Service for home builders

Reader interest explains the dominance of the Herald-Traveler in the building field in Boston. Regular weekly feature sections, containing informative articles for home builders, stimulate and maintain this interest. For readers with special problems, a Building Service Bureau is maintained in the Herald Building, where readers daily consult our specialists in person. Annually, the Book of Homes, containing plans for residences of various types, is revised and sold—not given—to readers. Thousands of these books have been purchased. To indicate the scope of our work, we will send a copy of the Book of Homes to any building-material advertiser who will request it on his letterhead.



BOSTON HERALD-TRAVELER

For two years the Herald-Traveler has been first among Boston daily newspapers in national advertising, including all financial advertising. For the



first eight months of 1926 the Herald-Traveler carried 2,640,184 lines of national advertising, including financial, leading the second paper by 552,901 lines.

37,000,000 Children!

The population charts show approximately this number of children, under fifteen years of age, in the United States.

And speaking of children;— we have created some interesting examples of how they may be added to your sales force.

Samples to interested executives upon request.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

The Use and Misuse of Coupons

Rightly Used, Coupons Will Greatly Increase Responses

By E. T. Gundlach

President, Gundlach Advertising Company

RIGHTLY used, the coupon will increase responses an average minimum of 25 to 30 per cent; and on magazine pages, I dare say, the figure will often approach 50 per cent!

Wrongly used, the coupon may decrease the number of responses to 50 per cent or to 40 per cent or even less!*

Figures have proved that the advertisement with a good headline and a sound argument, but with a weak or "messy" ending, is like the salesman who gets his entree and talks well but cannot close. Hence the importance of that seemingly small factor in an advertisement, the little corner where we tell the reader what to do next.

"Let me write the coupon," said a Philadelphia advertiser who has spent as high as \$100,000 in a month on coupon copy, "and anybody else can write the rest of the advertisement."

There are some propositions on which even the best of coupons may be a detriment:

- (a) Where responses are of no value and are invited from habit.
- (b) Where responses are de-

sired but only as an incident or even as an alternative to the main proposition, so that the coupon over-emphasizes a secondary feature.

(c) Where responses are desired or even essential, but copy is too small to warrant a space eating coupon.†

To use a coupon merely from habit or because it has become fashionable is a sad *misuse* of this device. Since the closing appeal thus emphasized overshadows other objectives, the coupon should be used *only* where its *purpose* is utterly clear.

Five Distinct Purposes.

The purposes of coupons may be classified as follows:

- (1) To secure inquiries by mail for (a) free literature, (b) free samples, (c) samples at a few cents. (The final purpose generally is the inquiry for its own value in direct mail-order sales or as a lead for salesmen or as a leverage on dealers. But sometimes (and not often enough) the primary purpose is the testing of the public pulse by counting the comparative numbers of inquiries from different kinds of copy.)

*These figures have been established by the count of many thousands of responses on comparative tests, and these tests have been made on propositions ranging from a free sample of a skin food sold by druggists to a \$3,500 machine. The reader may answer that from 25 to 50 per cent is a wide margin but 25 per cent is five times more than necessary to tell the story. It is impossible to give accurate figures authoritatively, for when it is once established that a certain type of advertisement pulls conclusively better, the other type is naturally dropped and the comparisons cease. Unfortunately, for the development of a possible science of advertising, the money a firm spends for publicity is not subject to the same extensive experiments as the lives of a few thousand rabbits. Hence, thorough and conclusively accurate statistics such as a Pasteur can give us on the results of one drug as against another, are not feasible in advertising

—only the advertising quack will quote them. But in the case of coupon versus no coupon the tests are more extensive than on perhaps any other comparison in advertising; because there are (or were until recently) many advertisers prejudiced against coupons, even though they wanted replies, and thanks to their insistence upon spending part of their money without coupons, the comparisons have continued.

That the wrong use of coupons will cut replies to 50 per cent or 40 per cent I know more closely than I know the results of the *right* use of coupons. For I have made mistakes with these coupons and our mistakes are our best teachers: When we find a good way of doing something, we never know whether it is really the right way; but a wrong way is clearly wrong; we can measure its penalties.

†The value of the coupon varies in direct ratio to the size of

(2) To secure orders by mail (a) cash with order, rarely for any large amount, (b) first cash payment on an instalment sale, (c) C.O.D., (d) free trial.

(3) To draw inquiries to dealers (generally to those who have the goods in stock, sometimes deliberately to those who have not yet stocked them) for (a) free literature, (b) free samples or free demonstration, (c) samples at a few cents.

(4) To force orders to dealers for (a) goods at regular price, (b) goods at a reduced price, the coupon then supposedly having a value "good for" something or other and cashable by the dealer upon presentation to his jobber or to the manufacturer. (Used mostly in dailies.)

(5) To remind the reader, i. e., a "memo" to tear out and keep until the reader has time to drop in at a store or to telephone or to write. This "memo" coupon is comparatively new and rightly used it is highly effective.

Sometimes two or more of these five purposes are mixed in one coupon. Unless this is done for the best of reasons and unless the alternatives are made absolutely clear to the reader, we have another sad misuse of the coupon.

Some Fundamental Principles.

the copy. The experience of mail-order advertisers serves as an ample guide as follows:

Very small coupons consisting of just two lines for name and address seem to have proved worth while for exceptional propositions on mail-order copy as small as forty or fifty lines, but such cases are the exceptions. On 100 lines, a moderate-size coupon is ordinarily safe for any mail-order inquiry offer. On columns and up in magazines, I would say coupons for mail-order advertisers should practically always be used and so you will find they are. On larger than one-column copy, mail inquiry or mail order, a coupon is today almost universal and the coupon may then be quite large.

On non-mail-order lines, the copy must be larger in inverse proportion to the proportionate value of the responses as part of the total value of the advertisement, before it will warrant the use of a coupon. Generally speaking, I question the value of a coupon in most "publicity" copy of less than one full column or its equivalent.

If, however, it is settled that a coupon is to be used and the purpose thereof is definite, then there are certain highly essential fundamentals on which I believe the many experienced writers of coupon copy will today not greatly disagree (although these fundamental principles are none too often applied in all details so as to secure the final maximum of efficiency).

What are these fundamental principles?

First: The offer in the coupon must be

(a) Attractive to every possible prospect.

(b) Utterly "easy."

(c) Ultra-clear.

There must be nothing in the words of the coupon that may cause a fluttering of the mind, and nothing that may shock off a sensitive reader.

Above all seek *simple* clearness; and that means do not strain for something novel or clever. The bane of originality for originality's sake on this simple job of offering your wares for sale, is probably costing advertising 25 to 50 per cent of its effectiveness today. And it costs more in coupons than elsewhere, for on the coupon the prospect must *sign his name!*

Example A: Instead of saying "I have a automobile years old. What is your proposition?"

lent (unless the purpose is not extra profits but comparative tests of several appeals).

§With the growth of coupons, has come a vast improvement in the methods of use. Practically every principle followed for many years before by mail order advertisers is gradually being adopted. The inexorable count of coupons forced this; blue sky talk fades into silence in the face of figures.

Therefore, the advertiser who has definitely decided that he wants coupon responses, but who has not yet gone through the experience of careful coupon tests, will do well to study the advertisements in a current magazine (for example, *Ladies Home Journal*, September, 1926, which contains an array of seventy-one coupons, the majority of them essentially correct and in many cases incomparably better than the coupons of the same advertisers a few years ago). The fundamental similarities in the coupons of these experienced advertisers will be apparent on widely varying propositions.

Play Safe with Your Advertising

If you want to reach the TRUE Chicago market, use the Evening American with 94% of its great reader audience concentrated within the city and suburbs.

If you want to reach Iowa, Michigan, Wisconsin, Indiana and Illinois, (outside the Metropolitan Chicago District), choose a medium in each community that gives adequate coverage.

Why?

Because a newspaper can deliver the buying power of a market only in proportion to its circulation therein.

And in Chicago the Evening American reaches more HOMES than any other daily paper.

CHICAGO AMERICAN

A good newspaper

Why not say "Send me your price list showing types of spark plugs for all kinds of automobiles"?

Example B: Instead of asking the reader before he can get a free catalog to *sign a pledge* that he is "seriously interested," is it not much better to say "There are no obligations in inquiring"? And, "right now even if you are not thinking of buying at this time," etc., etc. This will not, positively not, reduce the quality of the inquiries. On the contrary, it will add a few more of the better type, who are not "rubber necks" for free catalogs but serious prospects too sensitive to inquire if they fear that they may be pestered by form letters or salesmen. The "rubber necks" will send the coupon no matter how you guard your proposition.

Example C: Such fanciful expressions in a coupon as "I'm willing to be convinced; tell me what Lady A says," are merely confusing. Poetic piffle sells nothing. Why not say "Without obligation send me your free booklet containing Lady A's directions for care of the skin"?

Second: The coupon must contain nothing that is attractive to those who are not prospects. This is partly to weed out the useless inquiries, and more especially to avoid confusing the issue in the mind of a real prospect.

Scores of publicity advertisers prepare "beautiful," "entertaining," "handsomely illustrated" and otherwise alluring free booklets or "brochures." While offering their aesthetic bait in a so-called "high-class" manner, they go fishing for a class of cheap inquiries that no mail-order house would think of seeking; for these mail-order houses know from checked results that the replies, while secured at a low cost, are worth a half, a fourth or a tenth—yes, often only a tenth in percentage of orders—as against replies received on a businesslike coupon. They are, therefore, low quality inquiries, no matter if they all come on engraved stationery.

Example: "Send for our new fall catalog of fur coats and beautiful brochure in colors with pictures of wild animals of the West showing where these animals live and how they are trapped giving interesting narratives of the fur industry,"—besides inviting free picture book inquiries, deflects the mind of a person who is thinking of fur coat styles to thoughts about animals, cruel trapping and Wild West scenes.

Third: The coupon must always be at least reasonably conspicu-

ous; that is, if you are going to use a coupon, give it some degree of prominence. Its conspicuousness, however, should vary in proportion to the extent to which the getting of responses is the primary or secondary or tertiary object of the copy. The coupon need not glare. (The heavy dotted line and black circles and ugly diagonal lines which I once thought essential, I know now are not necessary.) But, if the response is the primary result desired from a piece of copy, there should be an arrow, a hand or a headline or at least the character of the layout should *draw the eye toward the coupon*, and that typographical feature should be the second or third most noticeable part of the advertisement. This has helped replies 10 to 15 per cent in various cases.

MAKE IT EASY

In all cases, the coupon should be typographically isolated, readily detachable, in fact *inviting* itself to be detached, and of such size and shape as to suggest to the reader to write English, not Chinese, upon its surface.

If, instead, the coupon is surrounded by "atmospheric" effects, such as "beautiful" vignetting that covers the "tear me out" part, and fanciful metaphorical things or other pseudo-art, then your everyday business proposition about a sample or a booklet will pull one-half or less than one-half!

Fourth: The copy in the upper part should ordinarily refer to the coupon. If the coupon response is only half or less of the object of the copy, then this factor must not be overplayed. But in all other cases, a feature near the top and in the middle and all around the lower part of the copy is this: "send the coupon," "send the coupon," "send the coupon," or "present the coupon to your dealer." The value of this can hardly be exaggerated.

Example: Coupon offers free catalog direct from manufacturer by mail or on presentation to dealer. "Publicity" for ultimate (and "ultimate" means "deferred") results is accomplished by use of brand name in large type. Argument

MORE PEOPLE PAY
MORE MONEY FOR
TRUE STORY AT THE
NEWSSTANDS, THAN
FOR ANY OTHER MAG-
AZINE IN THE WORLD.



6245
or
Fight!

SAUCER-EYED, the mail clerk found her way to the executive's desk. "What do you think, sir," she gasped, "the postman has just carried in an extra pouch, filled with nothing but coupons from our advertising! I didn't know that we were running so much extra copy!"

"We aren't," smiled the executive. "We've only added one magazine."

A few days later, the Spool Cotton Company wrote to True Story: "To date we have received 6,245 replies to an advertisement which cost us \$1713. . . . This is so much lower than the cost per return in other women's magazines which we use that we have planned to increase our schedule this season."

No wonder. When the Spool

True Story
the NEW market

MAGAZINE 87

Easy Embroidery for Beginners
66 Hot-Iron Patterns for 10c

WITH our simple, clear instructions and hot-iron patterns, you can begin at once to make lovely household items and money ornaments. Just send this coupon and ten cents for *Cloth Book No. 13* of General Embroidery.

Embroider with *Cotton Six Strand Floss—the colors are BRIGHT and may be washed or suned as you like.*

ALL orders to
J. & P. COATS
Six Strand Floss and BRIGHT

Send this coupon and ten cents for *Cloth Book No. 13* of General Embroidery.

Cotton Company added "one magazine," they added 2,000,000 prospects who read no other national magazine (True Story's *simplicity of expression* holds no allure for followers of Joseph Hergesheimer)—2,000,000 readers who had never read Spool Cotton advertising before.

Any new market offers rich ground for the advertiser; but when that new market is 2,000,000 strong . . . as many buyers as there are in the entire state of Pennsylvania . . . increased inquiries and sales necessarily are *staggering*.

Executives who would like to consternate the inquiry department will want to examine this new day magazine, at first hand. Merely mail the strip below for this month's issue.

1926 Broadway, N. Y. C.

How 40,000,000 People Buy

IN THIS COUNTRY, one out of every eight inhabitants lives in a village or town of from 250 to 2500 people.

These towns serve the business and social needs of some 40,000,000 farm dwellers. These towns are now the most important single influence in changing the habits of farm life—and their importance grows with every new mile of good road, with every new farm automobile.

Farm life is changing fast these days—farm buying habits are changing even faster. No American business man can afford to miss reading *The Farmer and His Towns*, by J. H. Kolb, in the October issue of *The Country Gentleman*, in which he shows how distance has ceased to be a bar to the better-grade farm family—and makes strikingly clear the business importance of the fact that 93% of *The Country Gentleman* readers own cars and can, and do, trade where they find the merchandise they want.

The Country Gentleman

*The Modern Magazine for
Leadership Farm Families*

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago
Boston, San Francisco, Detroit, Cleveland

most of this
“zone” talk is
ozone—
the Detroit Times
covers
nothing but *its*
share of
the million and
a half people
who inhabit
the Greater
Detroit area—
sorry, but we
can’t do much for
you elsewhere.

is used partly to convince those who are not keenly enough in the market to inquire at once and who may perhaps vaguely remember something of the argument at some later time when they do get ready to buy. But the primary and almost the entire purpose of the argument in such an advertisement is, of course, to induce women who are prospects to inquire further as to this particular washer; also to induce some other woman who has no definite idea of getting a washer to inquire at once.

In other words, after sacrificing for publicity sake, yes sacrificing, quite a few inquiries (far more than its proportion of space) to the display of the brand name, all the balance of the advertisement is almost exclusively intended to get "leads"—inquiries. To get the full benefit of the coupon plan of advertising for these classes of merchandise (high-price specialties sold by sifting out of prospects) the principle here stated must be kept in mind throughout the copy. This is fundamental and vital to right use of coupons.

Fifth: The words of the coupon should include a statement of the proposition, sometimes even giving a summary of the arguments. I am indebted for this last point to the late Julius Balmer, son of Thomas Balmer. In lieu of "Send for Catalog" Mr. Balmer suggested:

Send for Catalog and Prices of the (name the merchandise) with full explanation of your (explain the terms) terms and explain to me in your letter why you can claim that (so and so). No obligation in making this inquiry.

Many coupons fail partly or wholly on this fifth point. A few carry the elaboration to the point of either boredom or confusion, and the strain at clearness then becomes a boomerang. But if lengthiness is carefully guarded and is used for good reason, the coupon may easily contain fifty to 100 words.

Does it not seem then, judging by analogy, that it is always better to say, "Send for sample of — face cream which, etc.," rather than "Send free sample"? I do know this: Anything said in the copy if essential to a clear understanding of what is offered, should be repeated not only near but also within the coupon.

The reason for the superiority of a tell-your-story coupon presumably lies in the fact that many people read in an idle sort of way,

only half comprehending what the copy says, and others really do not read anything but the headlines, subhead and coupon. *The coupon is the place where the reader must sign his name to something;* and that place he reads with care.*

Sixth: Avoid questions in a coupon unless the answers to your questions are of such value as to warrant a considerable reduction in the number of replies. A request for dealers' names may be O. K., but it presumably takes away a few replies; do not ask for dealers' names, therefore, as a "bluff"; ask it only if you really want the information. Practically all other questions shut off inquiries and certain questions will reduce the replies to one-third, or less. The fear that a few catalogs might be wasted on worthless inquiries is back of much of this "cross examination" in a coupon. That loss is insignificant compared with the increased advertising cost caused by the loss of good inquiries.

Seventh: If you want inquiries, not orders, the copy throughout, particularly the subhead nearest the coupon and above the first words of the coupon, should all make it plain at first glance that you are looking for an inquiry only, not an order. (Remember: *order* coupons generally cost seven to ten to twelve times as much as *inquiry* coupons.)

This principle has never been as important in the past as it is now. Why? Because there are so many coupons today calling for orders, C.O.D.'s or instalments on free trial that this point, trivial though it may seem, has in recent years loomed up ominously.

*Two illustrations of the overwhelming importance of the language of the coupon as against the body of the copy: (1) Once upon a time the Post Office raised a question as to the right of second-class privileges for magazines printing coupons. The magazines became apprehensive and for just one month insisted on a change at the eleventh hour. I made hasty alterations. Instead of saying "Send the coupon" I was forced to write "copy this inquiry form" and I changed the coupon so it did not sound like something to sign and send in. Every single coupon advertisement that month

Therefore, such subheads as "Send No Money" (commonly displayed on C.O.D. offers and free trials) when used typographically near an inquiry coupon will surely injure the replies. And "Order Now" should not be displayed when you mean that the thing to do now is to get a catalog free with your hope of an order later. It seems to me that we may be able to carry this principle further (without being able to back up every detailed deduction by specific records but rather by analogy) that every step must be guarded in this direction. Don't say, in pure inquiry copy, "send the coupon," but say, "write for catalog" or merely "catalog on request." As the first words of an inquiry coupon, I favor something like this: "Send me your catalog."

SUMMARY OF THE SEVEN POINTS

Coupons should be: 1. (a) Attractive (b) easy (c) clear. 2. Attractive to none but genuine prospects. 3. (a) Conspicuous (b) isolated and not ornamented (c) readily detachable. 4. Copy refers to coupon. 5. Complete statement. 6. No needless questions. 7. Inquiry coupon must not resemble an order coupon.

SOME IMMATERIAL POINTS

There are many more points about coupons which have been discussed by advertisers. Some of these details are no doubt of value. But most of them are utterly inconsequential compared with the previously stated principles; and some of them are of no importance whatsoever. For example:

It does not matter whether a coupon is diagonal or square, so long

cost, as against our regular average, double or more!

(2) An advertiser selling by mail direct changed from \$1 cash with order to C.O.D. on several test advertisements. We wrote the new copy with the utmost care—a "ticklish" change in policy! A big line, i.e. subhead full across a column advertisement "send no money," then followed fifty words emphasizing the send-no-money offer. We sent this revised copy to two publishers. But the electrotypes of the old coupon were used! The coupons said "I enclose \$1." When the replies came, 72 per cent enclosed the dollar!

as it stands out typographically.

It does not matter whether a coupon is at the bottom, on the left-hand side or right-hand side of the page, nor does it seem to matter whether on the outside or inside of the page—at least all records indicate not the slightest difference.

It does not matter whether you say "department" or "box" or anything else for a key, nor whether the key has one figure or four or five figures.

It does not matter to any appreciable extent whether there is another coupon on the other side backing up your coupon (unless perchance it should be an absolutely direct competitor). The reason: If out of each 100,000 circulation, or say 300,000 readers, the page advertiser has bought 500 replies, he has secured well above the average; therefore, the other advertiser still has 99,500 subscribers or, say 299,500 readers left for his prospects. (The only qualification is that the total of those who will ever inquire for anything is only a portion of the total circulation.) However, except in so far as the same genuine prospect for a refrigerator is also in a mood at the same moment for inquiry in regard to a phonograph and actually sees both advertisements, and, furthermore, unless he will not answer the other advertisement after the coupon has been cut off, then it makes absolutely no difference to either the refrigerator or the phonograph manufacturer if the two coupons back up each other.

It does not matter materially in a coupon advertisement whether the address appears in the body of the advertisement in addition to the coupon. As in the previous example, if 500 out of 300,000 readers answer the advertisement, the only loss would be the one, or two, or possibly three of the 500 who might have seen the advertisement and wanted to inquire about the same article after the coupon had been torn out. The loss is utterly negligible and in a small-size advertisement it is uneconomical to carry the address outside of the coupon.

The Importance of the Home-Folks !

THE WORLD has always maintained that its concentration of New York City circulation coincides almost exactly with the opportunity for volume sales offered by the New York Market.

The 250 through trains reaching the city over twelve railroads from points 75 miles away carry less than 30,000 visitors a day.

The city's 125 hotels can accommodate, according to the hotel men themselves, about 50,000 visitors when filled to capacity.

So that the number of visitors influenced by out-of-town (or country) newspaper circulation cuts a very small figure compared with the enormous volume of the daily purchases of the 6,000,000 home-folks themselves.

The  **World**

PULITZER BUILDING, NEW YORK

TRIBUNE TOWER, CHICAGO



Dewart Buys Munsey Newspapers

Within a Short Time It Is Expected That a Mutualization Plan Will Be Put into Effect in Accordance with the Unwritten Wishes of Frank A. Munsey

WILLIAM T. DEWART, long associated with the late Frank A. Munsey in the operation of the latter's publishing interests, has bought the New York *Sun* and the New York *Telegram*. The purchase was made from the directors of the Metropolitan Museum of Art which was the residuary legatee of Mr. Munsey's estate.



WM. T. DEWART

Included in the purchase also are the properties of the Mohican Company. The consideration involved is reported to be approximately \$13,000,000.

Shortly after the death of Mr. Munsey, Mr. Dewart was elected president of the Sun Printing and Publishing Association and the New York Herald Company, publisher of the *Telegram*. He had been vice-president, general manager and treasurer. His election carried out the wishes of Mr. Munsey who had been planning to have his newspaper associates join with him in the conduct of his newspapers. In announcing his purchase, Mr. Dewart stated that within a short time steps would be taken to carry out the process of mutualization in accordance with the unwritten wishes of Mr. Munsey.

The *Sun*, which was founded by Ben Day in 1833, will soon round out its one hundredth anniversary. The *Telegram* dates back to 1867 when it was started by James Gordon Bennett practically as an

evening edition of the New York *Herald*. In 1838, the *Sun* was sold to Moses Y. Beach for about \$40,000 and thirty years later, passed under the control of Charles A. Dana, who brought the paper into national prominence. Its ownership passed into Mr. Munsey's hands in 1916.

Mr. Dewart was associated with Mr. Munsey for many years, rising through various positions to be general manager of all his interests. So intimate were the business associations between them, that Mr. Dewart assumed full charge of these manifold activities during Mr. Munsey's absences which, in later years, were frequent.

In an editorial commenting on the future mutualization of the properties, the *Sun* expressed gratification for the unselfish attitude of the trustees of the Metropolitan Museum which has made it possible to carry out the wishes of its benefactor. "In this connection," the editorial states, "it is pleasant to record that in the nine months since Mr. Munsey died, the *Sun* has not lost a single department head or, in fact, any man whose work was vital to the paper."

Western Papers Appoint

R. J. Davis

Robert J. Davis, for the last four years manager of the San Francisco office of Gilman, Nicoll & Ruthman, publishers' representatives, will leave that organization on October 15 to become advertising director of the *Seattle Star*, *Portland News*, *Spokane Press*, *Tacoma Times* and the *Boise Capital News*.

Lakeside Packing Account for Milwaukee Agency

The Lakeside Packing Company, Manitowoc, Wis., canner of the Lakeside brand of peas, beans and other vegetables, has placed its advertising account with Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency. Newspapers will be used.

B. M. Bryant with Seattle "Star"

B. M. Bryant, formerly with the St. Paul *Pioneer Press* and the Minneapolis *Journal*, has been made advertising manager of the *Seattle Star*.

ork
was
out
ter,
of
the
nce.
Mr.

with
ris-
to
in-
usi-
em,
ull
vi-
ces
re-

on
the
ed
ti-
ro-
de
ies
n-
is
ne
ed,
e-
ny
he

ur
co
n,
ve
e-
le
s,
al

r
y,
e-
r
g
i-
i.

e-
e



"Penny Wise—"

RESULTS, not rate bargains, make successful advertising. For instance, month in and month out, year after year, advertisers of food products who know the New Orleans market continue to show their preference for The Times-Picayune as a food medium. Its food lineage record for the first eight months of 1926, on the basis of "tons of value, but not an ounce of bargains," is 47.24% in excess of the second largest total.

The Times-Picayune in New Orleans

Member 100,000 Group of American Cities, Inc.

Representatives: Cone, Rothenburg & Noe, Inc.

Pacific Coast Representatives: R. J. Bidwell Co.

Your Increased Sales Quota—

You can make that quota by
helping your dealers in the
Middle West to increase their
out-of-town trade

CAPPER'S

THE PAPER WITHOUT

Because of its unique individuality—made to order for normal Western folks—Capper's Weekly, that sprightly, illustrated tabloid, is read first in more than 400,000 homes. It is not a replica of a half dozen other papers.

Because it reaches, interests and holds two million consumers who are not reached by metropolitan dailies, news-stand publications or news-boy peddled papers, Mid-Western distributors and retailers value it as the chief promoter of their out-of-town trade.

This out-of-town trade is absolutely necessary to the average retailer's success. The buying habits of the rural West have been revolutionized in five years. The automobile, rural motor delivery, rural bus lines, have extended the cities' trade territory and doubled and trebled the merchants' out-of-town trade.

This new trade responds quickly to advertising and Capper's Weekly is the way to awaken that response.

Ask your Middle West Dealers.

ARTHUR CAPPER, Publisher, Topeka, Kansas

Kenneth Constant, Adv'g Mgr.
608 S. Dearborn St., Chicago

Geo. F. Nieberg
120 W. 42nd St., New York

WEEKLY
COMPETITOR ~



All sales analysts admit that women control most of the buying for the farm home. But here's something else—

What about the marginal money?

Farmers this year will make a liberal net over their regular living expenses. There will be extra money to buy some added living comfort or convenience.

Extra money usually means "something for the house." Will it be your product or some other? The woman has the "say."

In more than 800,000 farm homes, the spending of the 1926 farm net income will be largely influenced by advertisements in their own special magazine,

THE FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives
Standard Farm Papers, Inc.,
307 N. Michigan Ave.
Chicago, Ill.



Eastern Representatives
Wallace C. Richardson, Inc.,
250 Park Avenue
New York City

Member Audit Bureau of Circulations

Selling the College Market

A Successful Retailer Gives Manufacturers a Lot of Pointers on Business Practice

By Pete E. F. Burns

COLLEGE men, I think, represent the hardest—and the easiest—market in the world. For more than five years now I've been selling clothing and haberdashery to them. At present I have four stores. I am doing a volume of business that runs over \$100,000 and last year my credit losses ran below \$100.

I suppose the college market in many ways is different from any other market, yet you must remember that the colleges are turning out a great many thousand alumni every year. These fellows after graduation become an influential part of life in cities and towns and on farms in every part of the country. They become a part—and a pretty big part if you multiply the number of graduates by years—of the general market. They don't change overnight. They still carry with them the ideas that they had when they were in college, and they're pretty likely to be leaders in their communities. For this reason I sometimes think that the college market is a lot more important than it is considered by the national manufacturer.

For instance I spend about six weeks a year in Los Angeles. I haven't any store there. I sell from a room in the hotel. Yet during these six weeks I'm kept busy night and day selling to customers who bought their first merchandise from me when they were in college. I am now opening a permanent shop there. Before establishing a shop, I pioneer a locality. If it proves out, I put in a shop, if not, I have no fixtures to sell nor leases to dispose of.

I find that college graduates have the same buying habits they accumulated in college. Therefore perhaps some of the things I've learned will be of interest to na-

tional advertisers and to their retailers.

In the first place the college man is not a flashy dresser. That is the one thing he hates the most. Neither is he a shabby dresser. He believes in dressing comfortably. Remember it was the college man who is responsible for the respectability of the soft collars and no one can wean him from them.

He is, in a sense, a faddist. Once he likes a new feature in dress he'll play it for all it's worth, but let that feature get too popular so that it becomes the common property of the drug-store cowboy and the college man drops it.

MUST BE A LEADER

For instance, several years ago I got a hunch on black hats. I went to the company that sells me hats and ordered six dozen black ones. They wouldn't give them to me at first. Finally they did make up my order. For three years, pretty nearly, I carried more than fifty black hats on inventory, but I wasn't worried. I knew a black felt hat was a sensible thing to wear with a dinner coat.

Suddenly the idea caught on. There was a run on black hats. I don't know how many dozen I sold. Then one day I noticed that every store in one college town had black hats. I never ordered another. Today those stores are stuck with black hats, while I haven't had one on a shelf for some time.

Sales? I don't believe in them. I'd rather tell a customer that I haven't something he wants than to have to tell him in a month or so that I've the same article, marked down 20 per cent. That's one place the average retailer falls down. He so hates to lose a sale that he overstocks. He'd be surprised to learn how few customers he'd lose by keeping his stock at

a workable level at all times.

In my stores we never urge a customer to buy. No customer is met at the door by an eager clerk. No, he just walks in and looks around. I don't have any show-cases—my stuff lays around on tables and on racks. If the customer wants something he tells us what he wants. Then we will show him what we have. A college man is hard to sell but he's a good buyer. Let him sell himself. I'm that way in my buying.

We never urge him to buy. He gets what he wants to buy—not what we want him to buy. If he asks our opinion we tell him frankly. Otherwise we let him do his own choosing. As a rule that means a satisfied customer. He never says, "I bought that suit because Pete Burns told me to." He says, "Well, I guess this suit isn't so bad after all. Pete Burns carries it and it looked fine when I got it."

We don't wrap merchandise. If you happen to be in one of the towns where I have a store, and see a fellow walking down a street with a shirt under one arm and a tie sticking out of his pocket, you can figure out that he's just bought at Pete Burns. I don't know exactly why this is good business—but I do know that no one ever asks us to wrap up anything.

Nor do we believe in "barber shop" selling. By that I mean what is more respectably known as combination selling. If a man buys a shirt we never ask him if he needs a necktie. He gets the shirt, we take his money, thank him, and he walks away. Now I believe in combination selling with a certain type of customer, but with my type of customer it won't work—and I think it falls down more often than it succeeds in lots of businesses. If my neckties are on the counter the man is just as likely to buy a shirt as he is if we try to get him to buy. Too often combination selling degenerates into mere patter—a matter of formality which the clerk must go through with each sale. It annoys the customer and it annoys the clerk. Done properly it

probably makes a lot of sales, but so often it is done poorly.

Anyway, the average retailer, at least in the clothing line, overloads the customer just as the average wholesaler tries to overload the retailer. It's a vicious circle and I'm inclined to think that the man at the top is to blame.

A great many—far too many—credit losses come, not because customers are poor pay, but because they've been sold more than they can afford, more than they really want. Overload your customer and then try to collect. That's the answer. And it goes just as much for the manufacturer and the wholesaler as it does for the retailer.

COLLECTIONS ARE EASY

Credit? Yes, I give credit. Ninety-three per cent of my business is on credit. As I said before my credit losses run under \$100 a year on a business of more than \$100,000. Nor do I bother much about snappy collection letters. If a bill isn't paid in two months I write the man a letter calling his attention to the fact. If the bill isn't paid in six months I ask him whether I'd better write his father, the dean, or sue him personally. The right kind of personal selling makes it necessary for me to write precious few second letters.

Also there's the question of picking your risks. I don't ask for references. What good is the average credit reference? Any man can get at least three good references. Usually they don't mean a thing. No, we use our personal judgment and let it go at that.

Some retailers will tell you that the poor boy is a better credit risk than the rich boy. That isn't so. The man with the money is more likely to pay than the man with not enough money. I've found that out from years of experience.

I have tried to build my business on values. I buy only good merchandise. For instance the line of suits I sell starts wholesale at \$38.50. I sell retail the same suit at \$55. The average retailer gets \$60 or \$65 for the

FAITH!

"Faith is a kind of winged intellect. The great workmen of history have been men who believed like giants." PARKHURST

SOMEWHERE we've read that the "peculiar thing about faith is that it grows strongest when attacked hardest."

The logic and the truth of that statement has again been proven in Florida and Miami. Everyone is working incessantly—a BIGGER, BETTER and a GREATER MIAMI IS RISING TO THE SKY!

Miami's citizens who have survived the great test have come through smiling, optimistic and determined.

Miami is busy—NOW—proving to the entire World that she is justly entitled to her synonym—The Magic City.

Q *The National Advertiser will find his message productive of MAXIMUM RESULTS when told through the Herald in this field where MILLIONS of DOLLARS will HAVE TO BE SPENT! A need exists for every known manufactured product.*

The Miami Herald

FLORIDA'S MOST IMPORTANT NEWSPAPER

FRANK B. SHUTTS, Publisher

same suit. I try to follow the same policy with all my line.

Then I discount all my bills. Sometimes I even go one better than that. Recently I paid cash on an \$8,000 order which was to be delivered in two months. Was it worth while? Well, I got an extra one per cent discount for my pains—and one per cent for two months is a nice saving.

Then I try to get styles my market will like. So many retailers make the mistake of not giving their customers the kind of clothes those customers will like. They don't study their customers closely enough. I order my own models. For instance the overcoats I sell were originally sold only in Scotch models. I demanded a model that I thought was smarter and more suited to my market. Today the overcoat manufacturer in Scotland does a great deal more than half of his American business on that model. Yet no other retailer had tried to get the manufacturer to change his style. They had sold the coat as "English style." I maintain that the average American—not only college man but business man—buys American models and doesn't make a fetish of English styles.

Therefore I'd say my policy is the best merchandise, reasonably priced and designed for the market for which it is intended. That's my policy in a nutshell.

Having four stores, I must have men to run them. How do I pick these men?

Well, first of all I pick them from among men I have known, usually men who have been customers. Next I look for a man who I know will be loyal. I put loyalty above salesmanship—way above it.

I give the man a living wage for the first three months. It takes me that long to find out if he'll be any good at all. Then, if he is good, I give him continual raises—always paying him more than I know he can get anywhere else. At the end of six months I know whether he'll get along with me and I with him. At the end of a year I know whether he'll really

make good. At the end of two years I give him an interest in the business. His only limit then is his own ability.

Never do I paint too rosy a future for a man. I once worked for a firm that was always just going to get around to giving me something big. I never got the thing I wanted and left that firm in disgust. No, I believe in being fair with a man. That's what makes loyalty and a loyal man is the man who will give the best service. He'll make mistakes—everyone does. But if he's loyal he won't make many and his mistakes will become fewer as time goes on.

Then when I appoint a man as manager I let him manage. I don't continually stick my finger in the pie. All my stores are supposed to open at ten in the morning. I don't like to get up early and I don't think the average customer likes to, either. I lose a few sales, perhaps, but not many. If one of my managers wants to open at eleven, all well and good—just so long as he gets results. If he's loyal I know he's right—or thinks he's right. Otherwise he would open earlier. If he's just lazy—well, he isn't loyal and I don't want him. So my men are really managers, merchandisers. And that's just what the average retail clerk or store manager isn't.

There are a lot of other peculiar angles to my business that I could mention—but I've merely picked the high spots, the things I think should interest the manufacturer and through him his retailers. Mine is a peculiar business—perhaps. But as I said at the beginning I think this college market we talk so much about is a whole lot larger than most of us think it is. It isn't confined just to undergraduates in college towns. It extends its influence into many fields and among many men. Where is my territory? The wide world.

Roger Steffan has joined the National City Bank of New York, with which he was formerly associated, as an assistant vice-president in charge of savings development.

Bruce Ashby, of The J. Walter Thompson Company, says:

"A recent investigation in farm areas shows that while many farmers are reading city dailies to keep in touch with the news together with magazines of national circulation, the real key to their pocketbooks is through their own farm papers."

The Audit Bureau of Circulations says:

"Owing to the topography of the country immediately surrounding New Orleans, the trading territory formerly existing has been abolished."

With no suburban circulation and a country territory they cannot influence, New Orleans papers must be valued at their city circulation.

80,000 of the total 95,000 circulation of the Item-Tribune is city.

The Item reaches five out of seven and The Tribune three out of seven families in New Orleans who read any newspaper

New Orleans Item-Tribune

National Advertising Representatives:
GEORGE A. McDEVITT CO.

250 Park Avenue, New York

Peoples Gas Building, Chicago



If you want go where

THERE is more business done in a day in the First National Bank Building in Cincinnati, than in a year in many of the small towns and villages that lie just beyond the local circulation boundaries of the Cincinnati newspapers. It is not the occasional purchase of the housewife who makes two or three trips a year by bus or railroad or steamboat to Cincinnati, but it is the every-day purchases of the people who live and work and earn and spend within thirty minutes easy ride of Fountain Square that mean turnover of Cincinnati capital and profits for Cincinnati advertisers.

This business comes to a focus in the First National Bank Building. Millions of dollars are cleared through the windows of the tellers on the first floor. Millions more and tens of millions are represented by the securities that are bought and sold

CINCINNATI

Member Audit Bureau of Circulations

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Business, Business is!

within the walls of this building. The insurance that is written here, the contracts that are entered into, the tonnage that is booked, constitute big business and furnish the means of livelihood to a host of people.

Like the men and women in the Union Trust Building on the opposite corner and those in the Union Central Building a block west, the occupants of the First National Bank Building rely on the Cincinnati Times-Star more than any other publication as their means of contact with the news of the world and with the markets of their own community as well as with the world markets.

80.72% of those who have their business headquarters here report that they read the Times-Star regularly. The signed statements are available for verification in this office.

To you who have goods or services to sell to bankers or to brokers, to lawyers or to large operators or their business associates, their employees or their families, the Times-Star offers an advertising opportunity that is absolutely unrivaled.

It is more than coincidence that the ratio of Times-Star total circulation in the city and suburbs to the total number of families in the same area is almost identical with the ratio of Times-Star circulation in the First National Bank Building to the total number of people who do business here. Four out of five! Practically 100% of the buying power of the market.

TIMES-STAR

in L. Marsh, *Eastern Rep.*
Brunswick Bldg., New York

Kellogg M. Patterson, *Western Rep.*
904 Union Trust Bldg., Chicago

"Where Buyer and Seller Meet"



Your City Directory —An Enduring Medium

Offers You a Permanent Means for Local or National Advertising

"It is not what you say as much as how many times you say it" might be amplified by "and how easy you make it for the prospect to find what you have to offer."

Newspapers, Magazines, Billboards and all other forms of advertising are excellent mediums, but they should be supplemented by a permanent record of the product and its outlets. The newspaper is here today and gone tomorrow, seldom at hand when you need it.

The same is true of last month's magazine or that Billboard you saw while motoring last Sunday. The Ad-

vertisement that attracted your attention, did its work when it impressed you, BUT—where can you procure the article

advertised when you want it? Guard against this quandary in your prospect's mind by having your product or service adequately represented in your City Directory and the City Directories of your distributors.

Local Merchants need a permanent record of their leading lines and services that is readily available to the pros-

pect. Many dealers protect themselves by being properly registered in their City Directory. Do you?



This trademark appears in directories of leading publishers

For further information, rates, schedules, etc., write

**ASSOCIATION of
NORTH AMERICAN DIRECTORY PUBLISHERS**

Headquarters

524 Broadway, New York City

Should Senior Salesmen Be Trained?

II—A Suggested Solution

By R. C. Hay

General Sales Manager, Rice & Hutchins, Inc.

IN the average sales organization there are usually ten senior salesmen for every junior salesman, and yet in by far the largest number of cases the junior salesman is the only one who comes in for intensive training. Somehow sales managers seem to be unwilling to go to the trouble and effort involved in developing training courses for men who have been in their organization for a number of years.

The problem of training senior salesmen requires on the part of the sales manager an understanding of three things:

First: The technique involved in the preparation and conduct of training courses.

Second: The fundamentals underlying the salesman's work.

Third: The ability to present material in such a manner as to secure acceptance by senior salesmen at ending the meetings of the principles involved.

A first reason for the failure of the sales manager to cope successfully with the problem of training senior salesmen is an inability to understand that this training should cover principally the fundamentals underlying their work, and that such training should not be limited to detailed discussions. In other words, when working with senior salesmen in an attempt to equip them to produce better volume and make more money for themselves and for the company, it is essential that the sales manager recognize the desirability of confining the training work to selling and product fundamentals, and that he should not permit the class work to include too much detailed discussion of phases of the sales-

man's work which are already being satisfactorily handled.

No matter where the training of senior salesmen may be undertaken, whether "on the job," in branch meetings, or in headquarters meetings, there are four things which any one of these methods should endeavor to develop with the salesmen:

First: A background and viewpoint of the salesman's work.

Second: Organized methods of thought.

Third: Specific plans and methods to solve fundamental problems.

Fourth: An exchange of opinion and experiences on fundamental subjects.

Organized training of senior salesmen should concern itself primarily with the basic fundamentals underlying the salesman's work. To illustrate this point, let us take a sales organization where the salesmen come in contact with retail merchants distributing their product. There is nothing more fundamental to the job of this particular type of salesman than an understanding of the fundamentals underlying the business of the retailers with whom he comes in contact. A knowledge of these fundamentals and the recognition that there are fundamentals operating regularly in every retail business places the salesman on a sound footing where his thought and selling work is carried on with a great deal more intelligence and direction than could ever be the case if the salesman did not conscientiously study and master these retail selling fundamentals.

By making the discussion of the fundamentals underlying the salesman's work a major part of the training course, it is possible to eliminate the difficulty which

The first instalment in this series appeared in the Sept. 2 issue of **PRINTERS' INK**.

would occur if the attempt was made to try to solve these problems in terms of the peculiarities of a specific territory. The fundamentals will vary in their application as between territories, but this variation of application in no way affects the fundamental itself.

The second angle to be considered in training senior salesmen is to develop on their part an organized method of thought. This is accomplished by a clear stating of the fundamentals underlying their work, and by having a discussion of the problem of the organization of the salesman's work in terms of these fundamentals. If an entire sales organization can be trained to think in an organized manner on the same sound fundamental lines, a definite and immediate increase of results is bound to be noted.

As a means of giving specific and practical direction to the discussion of selling fundamentals, material should be presented to training classes for senior salesmen dealing with the actual plans and methods which have been used successfully in overcoming the difficulties of the average salesman's work. The presentation of this material obviously requires previous research in the field, in order that practical plans and methods may be unearthed, studied, and collected for discussion in an organized method with groups of senior salesmen.

Along with this discussion of specific plans and methods which salesmen use to secure results, will come an exchange of experiences, which, if properly directed by the chairman of the sales meeting, can be a most profitable and valuable part of the training work.

FOUR METHODS OF HANDLING THE TRAINING OF SENIOR SALESMEN

From a practical viewpoint there are four workable methods for handling the training of senior salesmen:

First: Training "on the job."

Second: Training by branch or divisional executives.

Third: Training in organized classes held at sales headquarters.

Fourth: Training through personal conferences and discussions of the methods and difficulties of the individual salesman.

Each of these methods has a place in the senior salesman's training program, and the best results from training work are secured when at least three of these methods are followed regularly: these three being, training on the job, training in branch sales meetings, and the holding of personal conferences with the salesmen. Meetings at sales headquarters involve more preparation and greater expense, and while excellent results may be secured in this way, it is not necessary to give up the plan of training senior salesmen simply because it is not feasible to hold meetings at sales headquarters.

TRAINING ON THE JOB

Training a salesman "on the job" is never advertised to the salesman. That is to say, when a sales executive is traveling with a salesman for the purpose of trying to improve that salesman's selling results, the executive does not start out by telling the salesman he is going to train him to be a better salesman. Nevertheless, this method of developing salesmen is very important and can be carried out with best results if it is carefully organized and follows a regular plan. There are five important steps involved in the training of a salesman "on the job":

1. Analysis
2. Demonstration
3. Trial
4. Correction
5. Supervision

The simplest and most effective way of illustrating the improvement of a salesman's work by the use of these five steps is to cite an illustration from actual practice. One of the salesmen in a Middle Western branch stood far below his fellow-salesmen in introducing a new product to the dealers in his territory. The manager decided to spend two or three days in the field with this man in an endeavor to discover his selling weakness and to correct it before it was too

late. Analysis of the first call made on a customer showed that in presenting the new item, the salesman was stressing but one point, and that a minor one, and completely missing the most telling arguments. On the next call, the manager early in the conversation took command of the interview and presented to the customer the most telling arguments for the new product, and secured a stock order of considerable size. The manager, after the interview was over and when he and the salesman were on their way to the next call, demonstrated the points in the interview which were key-points and suggested that the salesman try these in his next interview.

The next interview was one of trial by the salesman of the new arguments, followed by minor corrections on the part of the manager, after which it became a question of supervision to see that the salesman did not slip back to his former weak presentation of the new product. None of these steps could have been taken had the manager sat in his office and tried to diagnose the salesman's trouble without ever going in to call with the man on a single customer.

In another case a salesman had been requested by his manager to use a sidewalk count of foot traffic as a means of interesting a certain retailer in the improvement of his window displays. The salesman made the count, but when he presented the facts which he had developed as to the number of people who had passed the store, he failed to use these facts as a means of dramatizing to the retailer their significance and proof of the money value of his window displays. By being with the salesman and hearing his presentation of the idea, the manager was able to correct the salesman's faulty presentation, and in succeeding calls on other retailers heard the salesman make better and better presentations until he was using this idea to great effect. Training "on the job" in this case effected a considerable increase in the salesman's results and also

had the value of enabling the executive to establish the correctness of the fundamentals of the salesman's job in terms of actual conditions.

Any sales executive who travels with salesmen should keep these five steps of training "on the job" at all times in mind, and if he conscientiously studies the salesman's work and follows the five-step method of Analysis, Demonstration, Trial, Correction, and Supervision, results are bound to be secured.

BRANCH SALES MEETINGS

Training and development of a salesman by his manager in branch meetings involves these points:

1. Training as to product.
2. Training as to routine duties.
3. Training regarding the development of his territory.
4. Training regarding the sales interview.
5. Training on merchandising by his customers.
6. Development of personality.
7. Salesmanship by the salesman's customers.

One of the most valuable methods of stimulating salesmen is the branch sales meeting. Most careful thought should be given by the branch manager in arranging the programs for these meetings. It is possible for a branch manager to make his sales meetings something to which salesmen will look forward and out of which they will come encouraged and enthused and with a renewed desire to produce better results in their territory. On the other hand, some managers organize their meetings so poorly and handle them in such an uninteresting way that salesmen become bored and instead of getting anything of value from the meeting, they come out disgusted and hoping the sales meetings in their branch will be few and far between, so long as they are continued in this uninteresting fashion.

One of the easiest ways to insure the interest of the meeting is to arrange the program carefully beforehand and allot a given amount of time to each subject on that program. There should be a provision for time for discussion,

and the meeting should be so arranged that the salesmen understand that they are expected to contribute to the meeting and that no attempt will be made to embarrass them by showing up their weak points. Rather, the meeting should be one in which the manager imparts to his men some of his own enthusiasm for his sales job, properly presents the company plans and policies, and makes every effort to bring out in discussion interesting and practical methods of improving the salesman's work.

It is very often advisable to have some representative from the general sales department or even a representative from the president's office attend branch sales meetings. An incident which always comes to my mind is that of a meeting held in a large branch of which I was manager, where up until a few months of the time the meeting was held, the entire organization had been disorganized, dissatisfied, and not particularly enthusiastic about its work. On the first occasion that offered itself, it was arranged to have the president of the company attend a sales meeting. At that meeting the salesmen had presented to them a clear statement relative to company policies, company products, things which the company expected from their salesmen and manager, and in general a stimulating, interesting talk was given by the president in an informal manner. Questions were encouraged and every salesman was given the opportunity of meeting the president personally and of discussing with him some of the problems and difficulties of his particular territory. The meeting had a most remarkable effect on the morale and selling effectiveness of the organization, and the results of the meeting were such as to place the operation of that branch on an entirely new footing. The branch manager was able to hold other meetings at later dates where the same general spirit prevailed. The selling effectiveness of the entire organization increased very considerably and the time and expense involved in hold-

ing the meetings was much more than offset by the increased effectiveness on the part of the organization.

It is, of course, obvious that the branch manager should emphasize with each salesman the absolute importance of knowing his product and its application. He may outline the procedure for the study of the product. No amount of sales personality, aggressiveness or nerve can substitute for knowledge of product. Branch managers, therefore, must be certain that each salesman knows his products and their uses thoroughly.

In matters relating to routine, the manager can utilize some of the same principles employed in the training of salesmen on the job. When a salesman has been fully informed as to his routine duties, the manager should employ correction at the first mistake, explanation of the error and then should properly supervise the work of the salesman to prevent the recurrence of these or similar errors. Salesmen, for greatest efficiency, must have their routine duties well in hand, properly organized and must understand the necessity for properly caring for the details of their job.

In showing the salesman how to improve the merchandising efforts of one or a number of customers, the branch manager should point out how the efforts of these customers may be improved, and explain why these suggestions will work out. The teaching of "merchandising by the customer" may be given the salesmen by the branch manager by employing demonstration, trial, correction and supervision. An interesting illustration of the possibility that can result from the improvement of merchandising by customers was brought out recently in a large Pennsylvania city. The salesman handling this territory was low on his quota for a certain product, and in studying how this salesman's results could be improved, the manager decided that one weakness of the salesman was his failure to teach merchandising to his customers.

The branch manager visited one

150,000
Daily


Los Angeles Examiner

400,000
Sunday

5c DAILY

OCTOBER 7, 1926

10c SUNDAY

FOOD ADVERTISERS HAVE BIG OPPORTUNITY IN LOS ANGELES

EXAMINER HELPS IN MANY WAYS

Nearly 3,000,000 people in the ten counties of Southern California, with all but about 800,000 of them in the county of Los Angeles, provide a market for packaged food-stuffs that is one of the greatest in America!

Such was the declaration yesterday of William H. Wilson, 915 Hearst Building, Chicago, Illinois, Mid-West representative for the Los Angeles Examiner and for years an enthusiastic student of Pacific Coast marketing possibilities.

"In no section of the country," said Wilson, a few days ago, "do the people have the money to spend that they have in Southern California, and especially close to and in Los Angeles. The average per capita income is \$3,034, and it has been steadily increasing with population.

"There are approximately 3,000 food outlets in and near Los Angeles. The ability of people to buy what they want makes them inclined to shop at their nearest stores, rather than to go clear into town to save a few pennies. Obviously, they demand the best, and pretty nearly invariably that is the advertised product.

"The Prudence Penny department of The Examiner, which is a veritable kitchen-confidante in

HALF MILLION MOUTHS AMONG DAILY READERS

THERE are more than half a million mouths to be fed in the families that every day read The Los Angeles Examiner! And there are well over a million mouths in the families that read The Examiner on Sunday!

W. W. Chew, Eastern representative of The Examiner, recently brought out this fact in joining with W. H. Wilson, of Chicago, to emphasize Los Angeles as a market for packaged foodstuffs. Chew's office in New York is in the Murray Hill Building, 283 Madison Ave.

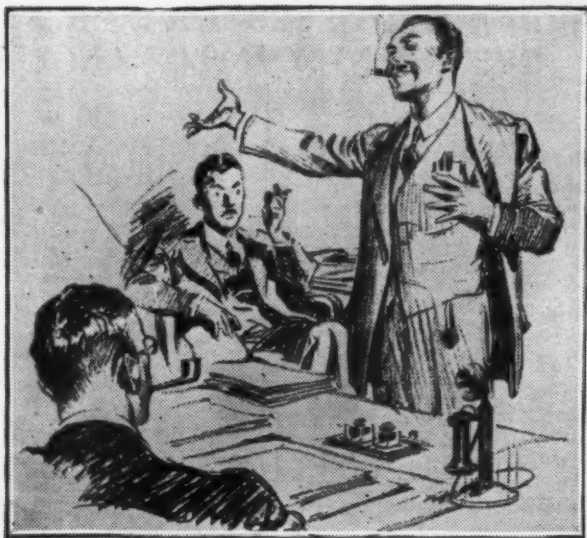
"Los Angeles is so much easier to enter than the deadlocked Eastern markets where competition is so keen as to be nearly heartbreaking, that it is amazing more Eastern manufacturers do not concentrate efforts there. Three million people is no small market; and shipments through the Canal reduce freight costs to less than between New York and Chicago."

about 180,000 homes daily, and 400,000 Sunday, makes food-advertising in The Examiner doubly effective; The Examiner's consistent promotion of a co-operative nature for its food advertisers, adds another percentage to resultfulness.

"Tuesdays and Saturdays are the big food days in The Examiner. The food advertiser who gets his message into the most homes in that territory (The Examiner has the largest home-delivered circulation), will find large profits awaiting him, and with the aid of the Merchandising Service Department, the market is made wide open."

Largest morning and Sunday circulation West of the Missouri

Mr. Cincinnati R



[[N. B. This advertisement is one of a series appearing as a full page in The Enquirer.]]

THE CINCINNATI

"Goes to the home,

at Radio Fan

... the morning after

THE morning after each great battle with the ether, Mr. Cincinnati Radio Fan is as jubilant as a two-year-old. He'll "tell the world" about the stations he logged—and those that got away from him?—well, that's another story.

But eventually he'll get those stations, too. He'll bring them in like a ton of brick—if he has to try every receiving set on the market.

And he'll make good his boast. Anything that promises to help him cut through interference, or minimize static, or bring in distance—he wants and is going to have, because he has the money to spend for it! Last year, his total bill for radio receiving sets and parts amounted to more than \$4,500,000!

Naturally, Mr. Cincinnati Radio Fan is pleased with the way in which his favorite newspaper has kept abreast of his hobby. Every morning the latest radio news in *The Enquirer* adds zest to the post-mortem discussion of last evening's experiences. The advance notices of tonight's programs are eagerly consulted and—what's this? A radio advertisement with a new idea...!

It's live interest such as this that greets the announcements of manufacturers and merchants of radio sets and parts in the columns of *The Enquirer*. Most of these manufacturers and merchants are aware of this fact and have taken advantage of it, too, for *The Enquirer's* radio lineage has always led in the Cincinnati field.

Why not, Mr. Advertiser, profit from their experience and offer your merchandise through the medium that Mr. Cincinnati Radio Fan claims as his own—*The Enquirer*?



I. A. KLEIN R. J. BIDWELL CO.
New York Chicago San Francisco Los Angeles

ENQUIRER

stays in the home"

of the best prospects for merchant development in this territory, and while the salesman was present worked out with this merchant some simple methods by which the names of prospects could be secured. The manager and the customer together secured a considerable number of names from the sources suggested by the manager and then proceeded to work out a definite method for trying to close business with some of these prospects. The process by which the manager got the customer to take this important merchandising action was clear to the salesman and encouraged him to believe that he could do this same work with other customers.

At the store of the next most likely prospect for merchant development, the salesman undertook to get the customer to develop prospect lists and call on them. In the course of this work the manager was able to note a number of minor weaknesses for which, when the interview was closed, he was able to suggest corrections, the value of these suggestions being at once apparent to the salesman.

Following this work in the field, the manager supervised the work of the salesman and secured definite reports on his merchant development work, with the result that whereas six months ago there were very few customers aggressively merchandising the specialty in question, today there are more than a dozen important customers in this formerly weak territory whose sales have considerably increased and who are definitely sold on the possibility of merchandising work.

In analyzing the personality of the salesman under his direction, the branch manager should carefully observe each of his men and then prescribe regulations and exercises to aid and develop those features of a salesman's personality which are weak. For example, with an individual whose principal weakness of personality is a failure to keep his shoes, collars and other matters of dress in as clean a fashion as is usually demanded,

the manager specifically requested the salesman to agree to put on a clean collar every day, either to shine his own shoes or purchase a shine every day and to keep his clothes properly pressed. By persistently sticking to such a program of "exercise" the salesman gradually overcomes his former weakness and the new habits become fixed strongly enough to enable the manager to go on to the correction of some other weakness.

In developing salesmen for greater effectiveness in selling, the branch manager must be continually on the alert for ways and means of stimulating his men to maintain a relatively high level of effectiveness in selling, and to develop interest in and enthusiasm for their work. At more or less regular intervals, the branch manager should spend half an hour to an hour with each of his men in a private conference during which time the manager can lead up to a discussion of the salesman's work, his opportunities, his development, and his plans and methods for operating his territory. The manager should try to bring out in the conversation ideas and suggestions calculated to renew the salesman's enthusiasm for his work and for his company.

(To be continued)

Sydney Gates with Baltimore Printer

Sydney Gates, formerly advertising promotion manager of the *Baltimore News* and *Baltimore American*, has joined the advertising department of The Read-Taylor Company, printing and publishing, also of Baltimore.

R. A. Leeson, President, Universal Winding Company

Robert A. Leeson, treasurer of the Universal Winding Company, Boston, has succeeded his father, Joseph R. Leeson, Sr., as president. F. N. French has been appointed treasurer.

Victor Cavers with Chas. H. Eddy Company

Victor Cavers, recently with the *Ottawa, Ont., Journal*, has joined the New York office of the Chas. H. Eddy Company, publishers' representative.



Reaching the *largest* purse per capita reader!



Advertising copy may be
rhetorically correct and
typographically perfect,
yet miserably unproductive.

MEDIA SELECTION IS THE
FINAL ANSWER

The circulation of the Milwaukee
Morning Sentinel represents a
greater purse per capita reader
than that of any other Milwaukee
newspaper.

The Greater
MILWAUKEE SENTINEL

WEIGH ADVERTISING INVESTMENT BY
ACTUAL RETURNS PER DOLLAR SPENT

NATIONAL ADVERTISING DEPARTMENT

NEW YORK
1829 Broadway

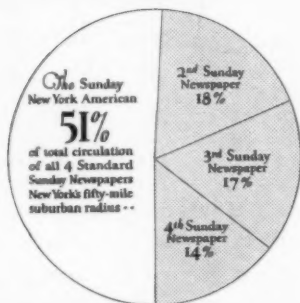
CHICAGO
228 W. Madison Ave.

BOSTON
200 N. Washington St.

SAN FRANCISCO
Market Street Building

"...SELL IT IN THE AL A

"—just look at these figures!" said the National Advertiser, "51% of the total circulation of all four standard Sunday Newspapers in the 50-mile suburban radius alone. Volume and quality too."



Sunday A. B. C. 1,083,805

*In Westchester, Nassau and Suffolk Counties, the three richest suburban counties in America, the Sunday New York American reaches more than 50 per cent of the native white families.

In these counties there are 65,180 income-tax payers, 115 golf courses, 133,019 owners of passenger cars.

In the Sunday New York American you reach *actually* many more of these people than in any other New York newspaper—morning, evening or Sunday.

NATIONAL

NEW YORK
1834 Broadway

ADVERSI

CHICAGO
326 W. Madison Ave.

DAY HOME NEWSPAPER"

SELLING VOLUME can only be done by reaching volume. Of every Sunday's 1,083,805 copies—

—the Sunday New York American sells 748,410 copies in Metropolitan New York—40 per cent of the total circulation of all four standard Sunday New York Newspapers.

—in the 50-mile suburban territory alone the Sunday New York American reaches 267,481 people—51 per cent of the total circulation of all four standard New York Sunday newspapers.

—in the neighboring three wealthiest buying counties in America*, it sells as many copies as the next two standard Sunday newspapers added together.

Every Sunday, it reaches nearly twice as many families as live in Chicago, almost three times as many families as live in Philadelphia, many times the number in

Detroit, Los Angeles, Cleveland and other cities.

All this responsive buying circulation in the richest market in America! In a market where the Sunday New York American not only dominates with its total circulation, but reaches as many families in all income groups as any million circulation—more, proportionately, in the higher income groups than smaller circulations.

Luxuries or necessities, you can sell more economically in this paper read morning, noon and night by every member of the family on the day when they are all at home and discussing home needs.

These are but a few of the reasons why the Sunday New York American is called "The Backbone of New York Advertising."

To reach your market—to sell your product—Sunday is the day, the home is the place, and the Sunday New York American is the paper.

Sunday New York American *"The Backbone of New York Advertising"*

ERSING DEPARTMENT

BOSTON
No. 5 Winthrop Sq.

SAN FRANCISCO
Monadnock Building

ONE BIG FAMILY WITH FIVE MILLION MEMBERS

—[FIVE MILLION CUSTOMERS]—

THERE are more people in the great Herald and Examiner Family (over five million of them every Sunday) than Detroit, Los Angeles, Cleveland, Newark, Pittsburgh, Washington and Minneapolis combined. And the daily family represents nearly 1,500,000 . . . greater than the population of Metropolitan St. Louis.

Every year this family spends \$500,000,000 for food, \$225,000,000 for clothing, \$30,000,000 for shoes. The annual budget of this Great Family is over four billion dollars.

They prefer the Herald and Examiner as their morning newspaper, and demonstrate that preference by paying \$1,500,000 a year more for it than they would have to pay

for the other morning newspaper.

That is true acceptance of your message . . . concrete acceptance spelled in dollars! . . . not in intangible, indefinable beliefs.

They represent a desirable Family of open-pursed, free-thinking folk . . . youthful, virile people whose interests and buying instincts are modern. They fail to hear the archaic, *passé*!

It is the size of this Great Family, the kind of people of which it consists, and the slight cost of reaching them, that make the Herald and Examiner one of the outstanding advertising buys of America.

A Herald and Examiner representative who knows this Great Family, and the best way of winning its confidence, will call at your request.

CHICAGO HERALD-EXAMINER

*The Largest Morning Newspaper Circulation
in America at Its Price!*

NATIONAL ADVERTISING DEPARTMENT

NEW YORK
1234 Broadway

CHICAGO
328 N. Dearborn Ave.

BOSTON
No. 5 Washington St.

SAN FRANCISCO
Market Street Building

A
the
tal
lan
W
son
of
in
tra
pro
pra
eve
ma
fa
Ye

Ed
dis
tio
tun
tun
na
cha
ma
Gr
nev
acc
for
pro
tine
fan
leg
fac
tra
of
tra

T
eve
nan
aft
lic
resp
of
eve
cou
cap
A
tion
kind
den
ther
pub

Famous Names Make Weak Trade-Marks

The Vast Majority of These Marks Are No Longer Being Used

*Washington Bureau
of PRINTERS' INK*

A STRANGE inconsistency of trade-marking is shown by the thousands of attempts to capitalize the temporary fame or popularity of some person or event. While many manufacturers have sought to attract the attention of the public to their products in this way, the trade-mark registration files of the Patent Office prove the unsoundness of the practice. These files show beyond every question that the vast majority of famous names are failures when used as trade-marks. Yet the fallacy persists.

A day or two after Gertrude Ederle swam the English Channel, dispatches from England mentioned that she was being imported by a great many manufacturers to allow them to use her name as a brand for their merchandise. A similar rush was made, some months ago, when Red Grange was in his glory, and the newspapers reported that he had accepted a number of large fees for the use of his name on special products. And now that Valentino is dead, leaving a temporarily famous name uncontrolled by legal restrictions, numerous manufacturers are searching the registration files, evidently with the idea of adopting "Valentino" for trade-mark purposes.

Trade-mark registrants have even attempted to immortalize the names of most of our Presidents after they have died; but the public appears to have been totally unresponsive to the idea, since few of the marks have survived. However, the names of few of the country's famous men have escaped trade-mark adoption.

An examination of the registrations of hundreds of marks of this kind will show that there are evidently two chief objections to them. First is the fact that the public strongly associates a person,

place or event with a famous or popular name, and that it is very difficult or impossible to transfer that association to manufactured products. The second objection is that a good trade-mark is supposed to live long after the names of temporarily famous personages are forgotten.

But even famous names which live in the minds of the public are shown by the records to have a questionable value as trade-marks. During the later years of his life, Samuel L. Clemens was frequently annoyed by attempts to adopt his pseudonym, Mark Twain, as a brand for merchandise, and took legal steps to prevent it. Nevertheless, "Mark Twain" was registered as a trade-mark for wheat flour in 1914, and for shoes, shirts and collars in 1922 but nothing can be found to indicate that the adoptions have proved to be good trade-marks, with the possible exception of its use on a collar.

"ROUGH RIDERS" WAS POPULAR ONCE

The history of the country, since the trade-mark law was passed, may be followed by the registrations of marks which have sought to capitalize the publicity given historical events. Not only every great character, but every war, every celebration of note, has left a long trail of defunct and worthless trade-marks.

Back in 1898, the Rough Riders received a great deal of attention. The newspapers devoted much space to their dramatic exploits and to their internationally popular commander. And the fame of the Rough Riders and Colonel Roosevelt is amply reflected by a great many trade-mark registrations.

The files show that "Rough Rider" has been registered as a trade-mark for boots and shoes, horseshoes, cigars, hosiery, canned fish, fabrics, shirtings, seesaws,

roundabouts, teeters, baking powder, cushion springs, lamp mantles, wheat flour, canned fruits, candy, fire extinguishers, pants, belting, axle grease and men's suits.

Likewise, "Teddy," which was affectionately applied to the commander of the Rough Riders by the nation, proved to be immensely popular with trade-mark registrants. During the latter part of 1898 and the following year or two, "Teddy" was registered as a trade-mark for hosiery, suspenders, bread, flue expanders and cutters, oranges and lemons, fans, blankets and a number of other products. The name was also compounded, as shown by the registration of "Teddy-Alls" for overalls, "Teddy-B" for sweaters, and others. Then, after one of Colonel Roosevelt's African expeditions, the "Teddy-Bear" became immensely popular, and the files show that it was adopted as a trade-mark for hammocks, belts, collars and cuffs, playing cards, and seventeen other articles of merchandise.

But before the Spanish American War furnished these and many other trade-marks, the World's Fair in Chicago proved to be a fertile source. The first registration for "World's Columbian Exposition" was secured in 1890, as a trade-mark for writing and book-paper. Again, before the exposition opened, the phrase was registered as a mark for key rings and several other products.

It will be recalled by many that the public soon substituted "World's Fair" for the longer official title of the exposition, and this substitution was promptly recorded by the registration files. In 1892 and thereafter, we find that "World's Fair" was registered as a mark for cigars, fountain pens, puzzles, hats and caps, writing paper, eye-glasses, buttons, collars and cuffs, teas, coffee, washing soda, trousers, overalls, shirts, toothpicks, soap and fifteen other products.

Our last war was celebrated by the registration of practically all of the words and phrases which

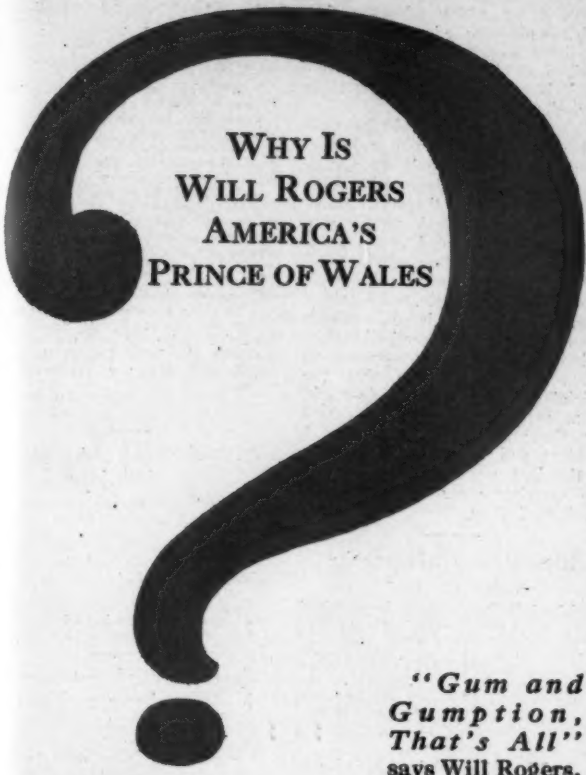
pertinently referred to its activities. The files show that "Over-seas" was registered as a trade-mark for coats in 1918, for tennis rackets and a number of other articles in 1919. "Over There" was registered for workshirts, soap, writing paper, games and canned salmon. "Over the Top" is a registered trade-mark, adopted during the same period, for hair tonic, cotton piece goods, leather dressing, women's and children's dresses, medicine, games, condensed milk, beverages and twenty-two other articles. And other words and phrases, as well as the names of individuals, made familiar by the war, were equally popular with the trade-mark adopters.

KING TUT GAVE BIRTH TO MANY MARKS

One of the most interesting and prolific sources of trade-marks was the discovery, several years ago, of the tomb of Tut-Ankh-Amen. Very soon after the newspapers announced the great event, one manufacturer, deeply impressed by the supposed value of old King Tut's name, promptly used it to designate his own organization. In other words, he incorporated "Tut-Ankh-Amen," as the name of his firm, filed his incorporation papers with the trade-mark division, and then attempted to prevent anyone else from using any part of the name as a trade-mark for any product whatsoever. But he soon found that it was impossible for him to establish priority, and, fortunately or not, he failed in his attempt to monopolize the name.

The files show that "King-Tut," "Tut-Ankh-Amen," and a multiplicity of variations, of which "Tutankamon" is an example, have been registered as trade-marks, not only for fashion articles, but also for fresh vegetables, alcohols, hair tonics, liquid shampoo, toilet water, candy, face creams, and other products too numerous to mention.

The field of sports has not been neglected by the trade-mark registrants, by any means. Typical of



WHY IS
WILL ROGERS
AMERICA'S
PRINCE OF WALES

*"Gum and
Gumption,
That's All"*
says Will Rogers.
In

NOVEMBER

Success
MAGAZINE
NOW ON SALE!

a score or more of examples which could be cited, "Babe Ruth" has been registered as a trade-mark for children's suits, belts, boys' blouses, sweaters, baseball hats, shoes, and caps.

In conclusion, it would be possible for anyone in a few hours' time to find thousands of marks of the kind in the registration files. But among them all, those which have attained prominence are exceptional indeed, as in a dozen recently published magazines of national circulation the writer has been able to find only two—"Mary Garden" and "Lincoln"—which are being widely advertised today. All of the evidence appears to prove beyond question that the official definition of a trade-mark, as an arbitrary name or sign used for the purpose of identifying a product and indicating its origin, is the best possible definition for the searcher after a good trade-mark to follow.

Blue Ribbon Mayonnaise Sales Increase

Richard Hellmann, Inc., Long Island City, N. Y., manufacturer of Blue Ribbon Mayonnaise, reports sales of \$3,154,449 for the six months ended June 30. This compares with \$2,763,038 for the six months ended June 30, 1925. Net income, after charges, for the first half of 1926 was \$299,312, against \$286,655 for the corresponding period last year.

J. M. Biow Advanced by Standard Corporation

Jesse M. Biow, who has been for the last eight years with The Standard Corporation, Chicago, publisher of *Modes and Manners*, has been appointed Eastern sales manager, with headquarters at the New York office.

With Arthur Hirshon Agency

Mrs. Gabrielle Elliott Forbush, formerly with the Royal Baking Powder Company, New York, and at one time with the *Woman's Home Companion*, has joined the staff of The Arthur Hirshon Company, Inc., New York advertising agency.

"Inter-Mountain Retailer" Changes Size

The *Inter-Mountain Retailer*, Salt Lake City, published by the Utah Retail Merchants Association, has changed its size to twelve inches by six inches.

Brought Up with "Printers' Ink"

KOPS BROS., NEW YORK
Editor of PRINTERS' INK:

How long have I been reading PRINTERS' INK?

Well, that is rather difficult to answer. From your records you can readily ascertain how many years I have been a subscriber. In all likelihood, it is over fifteen years.

But I had been reading PRINTERS' INK long before that. It almost seems to me that ever since I can remember somebody around the home was getting PRINTERS' INK regularly. In other words, I have been brought up with PRINTERS' INK. It is rather difficult to cite any definite instance where PRINTERS' INK has been helpful to our organization but the fact that most of our executives subscribe and the copies are carefully circulated through the organization indicates our opinion of its value.

WALDEMAR KOPS,
President.

New Accounts for Ray D. Lillibridge

The Johnson Bronze Company, New Castle, Pa., maker of bronze bushings, used in the automotive, railroad and general industrial fields, has placed its advertising account with Ray D. Lillibridge, Incorporated, New York advertising agency. The Canadian Pacific Railway also has appointed this agency to direct the advertising of the Chateau Frontenac and other of its hotels.

"Save the Surface Campaign" Committees to Meet

The advertising managers' conference committee, and the sales managers' council committee of the Save-the-Surface Campaign, will meet at Washington, D. C., during the convention of the National Paint, Oil and Varnish Association, which is to start on October 31.

Transferred to St. Louis Office of Capper Publications

John D. McEwen and Allen Church, who were with the advertising department of the Capper Publications, Topeka, Kana., have been transferred to the St. Louis office as members of the advertising staff of the *Missouri Ruralist*.

Lubbock, Tex., Papers Sold

The Lubbock, Tex., *Journal* and *Morning Avalanche* have been acquired by the Avalanche-Journal Publishing Company. D. D. Roderick, formerly manager of the *Journal*, is now business manager of the two publications, which will be combined on Sundays at the *Avalanche-Journal*.

*W*HAT quality product
could buck the disapproval
of the brightest 50,000
people in New York?

The
NEW YORKER

25 West 45th Street, New York

TELL IT to Sweeney!

—the great surrounder



ONE day last winter, Bill Dixey, dean of department store advertising in our shop, brightened the fifth floor with a new hat. It was a different hat, a derby. It came in for comment, caustic and otherwise, from the gang in our place, who decide what the well-dressed man wears. Two days later Art Slatery, whose caputal circumference is about equal to Bill's, tried on the derby, looked in a glass, and lo!—two days later there were two derbies in our office. Ted Davidson broke out with a third and joined the procession. A week later the procession had become a parade, with eight adherents of the hard headgear. Thereafter, any member who essayed to shy a brickbat, verbal or otherwise, at the sombre sconepeece was in for a scrimmage. Public opinion in our office had established a style, surrounded the scoffers.

Here is another instance: Last fall Tommy Cochrane, our manager of local advertising, decided to buy a car. Most of his automotived associates rode in and rooted for the Buick. So Tommy was sold on Buick. But with characteristic thoroughness, he decided to select for himself. He looked over the Chevrolet and opined audibly that it was a good buy. Friend the first urged against snap judgment at Tommy's time of life and laid down a Buick barrage. Stubbornly, Cochrane had a Chrysler demonstrated. He thought that was a good car until friends two and three made detailed comparisons with the Buick. Studebaker came next. Tearfully, two more friends asked him if the word of a strange salesman was to be weighed against their time-tested advices. An Overland salesman got busy and brought

the matter to the final fountain-pen stage; whereat two of the Buick boosters phoned Mrs. Cochrane and appealed for her official veto. So after three months of serious consideration of several makes, Tommy bought a Buick—because he was afraid to buy anything else! *Surrounded by Buick convictions!*

Out in the suburb where we sleep and catch trains, if you consider buying a car it must be a Chrysler or Packard—or you're just plain crazy. You don't have to ask the man who owns one. He bores you on his own initiative. And we know another village where the only excuse for not owning an Overland is a Pierce-Arrow. You are surrounded with approval for these cars; they sell by conviction.

By this time you probably get what we mean. N. K. McInnis, of N. W. Ayer & Son, stated the idea most satisfactorily some time ago, about as follows: You make some sales with salesmen, and some with advertising—but most sales are made *by surrounding the prospect.*

If we do not altogether rely on others' opinions, we at least lean slightly toward them. We prefer a responsibility that is shared by others. We set our standards by what others know and believe. The Rolls Royce would be only an overpriced

automobile if every street-sweeper didn't know what it represents!

Surrounding the prospect is the surest method of salesmaking. And surrounding the prospect with advertising is the only substitute for usage. No matter how limited your actual immediate prospects, advertising that sells everybody is profitable because it serves to surround the prospect with convictions.

Manufacturers of electrical refrigerators, for instance, complain that the New York market is hard for them because homeowners are comparatively few, and landlords must be reached to make sales. Well, how better can they reach landlords than through tenants? If every apartment dwelling Mrs. Sweeney is sold on iceless refrigeration, is shown a way to save money and banish the landlord-selected iceman, electrical refrigeration will sweep New York. The landlord will be sold only by the clamor of his customers and the crowding of his competitors.

* * *

THOUSANDS of similar instances of sales opportunities through mass advertising await the open-minded advertiser in the New York market. If your prospect is hard to reach, he may be reached through the

people who reach him! And, whether you are selling eighty thousand dollar emeralds or an eight-cent soap, The News has a particular utility, an unique influence and unusual economy as a selling force in the New York market. With more than a million daily circulation, 95 per cent concentrated in city and suburbs, it reaches more actual prospects for anything than any other medium in this market, and surrounds those prospects

most comprehensively. Your advertising in The News makes up minds by millions! And the small page and small paper assure the advertising being seen, obviates waste, increases advertising efficiency. Tell it to Sweeney, the average family in New York, through The News—mass circulation that includes all classes, covers all neighborhoods, approaches all prospects in the only medium adequate to the market. Get the facts!

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK



And now—on October 10th

NEWS ROTOGRAVURE

A new sixteen page section in Rotogravure becomes a part of the regular Sunday issue of The News.

The introductory rates are the lowest roto mil-line rates in America—one time—\$2.00 peragate line—5,000 lines or 13 times—\$1.90—10,000 lines or 26 times—\$1.80. Advance

orders for the new section will bring the circulation of the first issue to more than 1,500,000

copies—70% local, 30%

national. Get your

reservations

in now.

Copy Compression—Your Sales Story in 100 Words

How Advertisers Make Brevity Win in Its Battle with Diffuseness

By C. B. Larrabee

8 DEAD, 38 HURT IN CRASH
OF TRAINS ON CROSSOVER
AT BETHLEHEM STATION

Express Hit Broadside

Engine of Jersey Central
Flyer Plows into the
Lehigh Limited

Dead All in One Coach

Steel Car Topples in Impact
as Smash Comes With
Shrieking Whistles

Engineer Blames Signals

But Lehigh Official Says Pilot
of Central Passed Set Block,
Running Ahead of Time

(Headline—New York Times.)

TO tell a story within a single paragraph, within the compass of 100 words, is considerably more than an art. It is a gift, the gift of effective brevity.

The headline writers are endowed with this gift to such a degree that they write excellent headlines, such as the one shown above, with a swift, unconscious facility. That headline tells the whole story of the wreck. Added words merely fill in certain details. The story, however, in all its essentials has been told in less than sixty words.

Writers of advertising often talk a great deal of brevity, of the sales value of word-compression, yet comparatively few advertisers use short copy and often this copy is marked by non-productive brevity or the absence of message rather than by the productive brevity of skilful compression.

This will not be a plea for advertisements of single paragraphs, for copy of 100 to 150 words in length. Few sales stories can be told with the utmost effectiveness in such short space. An effort on the part of any writer of copy to boil down all his ideas into short

copy will mean a loss of effectiveness in copy. No, most copy should be longer than 150 words. That is obvious. On the other hand, some mighty effective copy is being written in the limits of less than 150 words and it is of this copy that this article speaks.

The copy writer who uses short copy realizes that a single epigram of Oscar Wilde often contains more profound thought and expresses a greater idea than the entire works of Harold Bell Wright with a volume or two of Ethel Dell thrown in. He realizes, also, that among the readers of his advertisements there are a hundred avid readers of the Wright opuses as opposed to one reader of the sparkling Oscar Wilde. Therefore, he must write epigrams for the average reader—and that is what he does, if he is successful.

Before proceeding to examine some good examples of short copy, it is well to determine under what conditions such copy is ordinarily used.

The first use is to back up a compelling illustration. Some very effective short copy has been written merely to caption an unusual advertising illustration. Because the copy writer has known his job, he has been able to give the copy an equal importance with the illustration.

The second and most common condition under which short copy is used is in small-space advertising where the sheer limitations of space make long copy impossible. And it is in these small-space advertisements that you will find some of the most brilliant examples of true copy compression.

The third condition under which short copy is used occurs when an advertiser, whose product has become well known through many years of advertising, decides on a

short copy policy. Such advertisers usually lean heavily on illustrations or decorative design and occasionally change their space with advertisements carrying longer copy. This is the most difficult policy to follow and can be used only on products of recognized merit where the chief task of advertising is to keep the products and their names before the prospects.

Now for the examples:

The first is from an advertisement for Mohawk rugs. It is headed by an illustration in full color showing an ancient Chinese magician demonstrating his art to a group of yellow pirates who have just come from their pirate ship. The copy, of less than 100 words, reads:

Jewels and plate and gold, and bales of rich carpets from the Summer Palace. Plunder from the battered Chinese junk whose royal dragon-sails are no protection from the swart Mongolian bandits! These and other fancies rise from musing on the storied pattern of this Koran worsted Wilton—a Mohawk Masterpiece.

Long, sturdy wools from Aleppo and Karadi and Kandahar. Classic tradition or peasant folk-lore skilfully blended into patterns made for today's home needs. Long years of wear made sure by careful craftsmanship and rigid tests. Treasure trove indeed!

Less than 100 words, yet packed with color and romance. A great deal of the effectiveness of this copy is due to color words. Successful short copy, indeed, almost always has either color words or action words. In the headline quoted at the beginning of this article, much depended on action words: Crash, hit broadside, plows, topples, impact, smash, shrieking. Each word is a picture of action in itself. In the copy just quoted you have these color words: Jewels, plate, gold, plunder, battered Chinese junk, dragon-sails, swart Mongolian bandits, storied patterns and such sonorous place names as Aleppo, Karadi and Kandahar.

Short copy to succeed at all must paint a sure picture or tell its story with words that move swiftly toward the impact of the leading idea. When the telling of the story is shorn of unessential words, only color words

and action words can be left.

A campaign that is made up of single paragraph copy is the current campaign for Fatima cigarettes. The advertisements occupy space ranging from quarter-pages to full-pages and are made up of short copy and a single illustration of delicate design. Following are three excellent examples of this Fatima series:

WHO WOULDN'T

For that perfect "balance" of fine Turkish and American tobaccos, that extra delicacy of taste and aroma which are Fatima's and Fatima's alone—who wouldn't pay a few cents more?

IF . . .

Frequently you hear a man say, "If Fatimas were sold at fifteen cents everybody would smoke them." No doubt, but that's easier said than done. For without the finer tobaccos, the subtle delicacy, made possible by a few cents more, Fatima would not be Fatima.

In three words . . .

Not too much Turkish, not too little Turkish; neither over-rich nor commonplace. . . . But just enough Turkish . . . there, in three words, is the secret of Fatima's extraordinary delicacy.

The advertisements have the pungent crispness of epigrams with this difference—they must sell as well as tell. Note the color words: Perfect balance, delicacy of taste and aroma, subtle delicacy, neither over-rich nor commonplace.

The Eastman Kodak Company is another advertiser noted for its economy of words. One of the big tasks the company has to perform is to sell photography and it does this by the use of striking pictures, which usually take up more than one-half the space in the advertisement. The copy ordinarily runs less than 100 words. Of course, the company frequently uses longer copy for such occasions as the bringing out of a new model or the selling of an entirely new line, like Ciné Kodak. However, the most familiar Kodak advertisements are those with large pictures and short copy set in large type. Here is one sample:

Let Kodak Keep the Story

In the house or out of doors, whenever there is a home story you want

to save, your Kodak saves it. Children are always little, and the scenes just as they used to be—in your Kodak album.

Here color words and action words are used to build a picture which reinforces the advertising illustration. Some of the best short copy reveals remarkable skill in painting these short, memorable word pictures.

As an interesting commentary on short copy the reader is referred to an article by L. B. Jones, then advertising manager and at present of the Eastman Kodak Company in **PRINTERS' INK**, January 29, 1920. Mr. Jones tells the history of a bit of four-word copy which took four days to write as opposed to some copy, much less effective, which contained about 200 words and took five minutes to write. This article offers one more proof that short copy is not always the easiest to write; that brief, striking copy is often a great deal more difficult than the more verbose copy that often appears in current advertising.

An excellent example of short copy used in small space is the following, taken from an eighth-page advertisement for Barton's Dyanshine shoe polish:

... you can't keep little shoes from scuffing . . . but you can keep those ugly scuffs from showing . . . the touch of Dyanshine's magic dauber works this transformation.

Color words—little shoes, scuffing, ugly scuffs, magic dauber—and action words—scuffing, the italicised *can*, touch, works this transformation—create a picture and tell a swift, concise story.

A Firestone Footwear Company advertisement is headed with a picture of a girl putting on a Faseal galosh, or, as the company prefers to call it, a slide-gaiter. The copy reads:

Faseal—A Perfected Slide-Gaiter

Here is the answer to the demand for a Gaiter with an efficient automatic fastener—unfailingly reliable.

Automatic and sure, "it works like a charm." No more clogging or sticking; no tug or strain.

And smart! You'll be amazed that a gaiter can be so stylish.

The Multifit Sole shapes itself to any shoe or slipper, heightening the effect of trimness.

The Firestone Faseal will appeal to your good taste and to your pocketbook, too.

Ask to see it at your shoe store—look for the name Firestone.

Here are plenty of action and color words. With the exception of the opening sentence (advertisers seem always to be answering some demand or other) and the phrase, "it works like a charm," which even the writer of the copy apologetically puts between quotes, the copy has no weakening words and moves quickly and directly toward its goal.

Food advertisers may use as many words—and so often do—that the following Heinz dish, headed with a picture of a dish of spaghetti, is all the more remarkable:

Cooked for You by Heinz

This tempting, economical dish is all ready for you to heat and serve. Heinz goes to all the bother. Heinz does all the work. The dry spaghetti itself is made by Heinz from selected hard wheat flour. The sauce is Heinz-made from garden-fresh tomatoes grown under Heinz supervision. A special cheese is used. Then these good things are combined by Heinz according to the recipe of a famous Italian chef. You get the complete and perfected whole story in every tin of Heinz Cooked Spaghetti in Tomato Sauce with Cheese. A meal in itself. Or serve it as a vegetable.

Just a few more than 100 words but try to cut out any words and you will then understand fully what a wonderful job of compression has been performed. Easy enough to add—almost impossible to take away; and that is one of the secrets of effective short copy.

Let me quote three or four more examples of short copy without any comment. You, yourself, can easily pick out the color and action words, can easily see the reason why the copy is effective.

Frying with Snowdrift gives that combination of crisp golden crust and tender well-done inside that makes fried food a real delicacy and a wholesome eating. Snowdrift is a creamy white fat that is made out of oil as good as fine salad oil. It won't smoke or burn when it is heated hot enough for frying. Fry in Snowdrift and see how good fried food can be.

Snowdrift

A rich creamy shortening and wholesome frying fat made by the Wesson Oil people

The feeling that you have received more for your money grows stronger as your car continues to click off the miles and the months roll up on your calendar. More useful life in your car, for this very different battery comes CHARGED bone-dry. You see the acid poured in. You know it is a brand new battery when installed. And you know, too, that you will never have to pay one of us for a reinsurance job at any time during the entire life of its heavy-duty plates.

* * *

Awnings orchids wedding presents, in heaps, in tiers. . . . Where will your card lie? In a sea-blue chest that holds a pale bright service for six? Near a patrician dozen of salad forks? Tied to the stem of a single lovely serving piece? Community Plate is as much a part of a wedding as the bride's bouquet—or the groom! And where Community Plate lies, lorgnons linger, and bridesmaids pause to sigh over their rose!

* * *

A tired stenographer makes mistakes—but the girl who operates an L. C. Smith is fresh and accurate at quitting time. Put in an L. C. Smith on free trial—see how its easier, speedier, quieter action improves the work of the girl who uses it. Simply ask a representative to call.

The pleasant, deadened thud of closing a door on a Body by Fisher tells the experienced ear that Fisher inner construction is solid and enduring. Building for supreme safety and value, Fisher achieves supreme safety and value in every car price division.

* * *

Analyze your short copy and your newspaper headlines and you will find that they have a great deal in common. They tell a big story swiftly and with the utmost economy of words. But where the writer of headlines does not have to use colors on his palette, but can paint entirely in tempera, the writer of copy must build color and flavor as well as action.

There's many an advertising job that can't be performed well with short copy. The idea that pervades a certain hard-boiled mind that because the story of the creation is told in a few words, the Hall-Mills case can be told in a column, doesn't work—even in the newspaper offices. Neither can all advertising stories be told within the limits of 100 or 150 words.

However, a great many advertising stories are drowned in a sea of words, words so commonplace

and trite that they mean nothing. These stories go down for the last time beneath the waves of "supreme value," "unheard of prices," "quality is built in," "our factory of 1,000 acres" etc. Often, they could have been saved by ruthless compression, by the kind of productive compression which makes the copy quoted in this article stand out as a series of complete units, each a message in itself.

In the battle, Epigram vs. Catalog, Catalog is by no means a sure winner.

Agency Convention to Have Open Session

The afternoon session, to be held on October 27, of the annual convention of the American Association of Advertising Agencies, will be open to all advertising and publishing interests. The convention is to be held on October 27 and 28 at the Mayflower Hotel, Washington, D. C.

A meeting of the national executive board will be held on October 26. The day following the convention, October 29, will be devoted to golf and sight-seeing.

Campaign for Eatmor Cranberries Starts

During October, November and December about \$200,000 will be expended by the American Cranberry Exchange, New York, for an advertising campaign on Eatmor cranberries. Newspapers and women's magazines will be used. Direct mail will be used to explain the campaign to retail dealers. The Robert M. McMullen Company, New York advertising agency, will direct this campaign.

"Mayfair," New Magazine

Mayfair Fortnightly, Inc., New York, started publication of *Mayfair* with a September 15 issue. The magazine, which is to be published fortnightly, is devoted to society, drama, motion pictures, etc. The page size is nine by twelve inches and the type page size seven by ten inches.

Benjamin Josephson, of the Mayfair Company, New York, is president and business manager, and R. Copeland, also of the Mayfair Company, is editor. William Thomas is advertising manager.

Appoint Devine-MacQuoid

The Charlottesville, Va., *Progress*, and the Fredericksburg, Va., *Free-Lance-Star*, have appointed The Devine-MacQuoid Company, Inc., publishers' representative, as their national advertising representative.

Put *quality* into your volume circulation

Your sales problem in the farm market may be national, and coverage is necessary—but quality circulation cannot be overlooked.


Dairymen have “salaried” incomes. They are uniformly more prosperous. And they, the dairy farmers, are the plus buyers—the quality circulation—in reaching the farm market.

The Dairy Farmer is America's largest dairy magazine—the *national authority* on dairy husbandry. It has a quarter million circulation that is concentrated mainly in the fourteen important agricultural states.

The Dairy Farmer circulation adds “quality” to coverage in the farm market. It gives advertising support where sales effort brings results . . . *Get the facts!*

THE Dairy Farmer

Advertising Offices: Des Moines, New York, Chicago, St. Louis,
Kansas City, Minneapolis, San Francisco



Successful Advertising Psychology

Aims at material things

To win in a big way, your advertising "appeal" must be predicated on that basis

TRANSLATED into simple terms, "psychology in advertising" means studied appeal to the proved instincts of people.

Without that great human appeal threading it, no advertising campaign can succeed.

Thus modern advertisers have learned that certain appeals lead to certain reactions.

But, above all things, they know those appeals must be aimed at material things. Advertising is a commercial proposition, and advertising psychology, to sell goods, must sway millions to spend money.

It knows, for instance, that Mrs. Bill Jones' desire for beauty is based more on "holding" Bill Jones than on rivaling the Sistine Madonna . . . and operates on that basis.

It knows, too, that Bill Jones himself can't be lured into burning the midnight oil on any mere plea of "self-improvement." So it tells him to go after the fellow's job ahead of him.

It knows, also, that Tom Smith, down in his soul, is pretty well convinced that a Ford is a fine running car. But he likes his friends to see him driving by in a Buick.

It knows many things and all things about the *material desires* of human beings. Desires that entail the spending of money to satisfy. And it caters to those desires.

The moral is this: "Don't let the 'psychology' in your advertising carry you so far that it passes over the *buying reactions* of the public."

To sell goods by the printed word, study material appeals—and make those appeals simple, homely and aimed at the basic, selfish goals of the millions.

If the object of advertising is to return profit dollars, that is simple common sense. And common sense, above all things, scores uncommon results in advertising.



LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
400 N. Michigan Avenue

LOS ANGELES
1151 South Broadway

NEW YORK
247 Park Avenue

WASHINGTON
400 Hibbs Building

LONDON
Victoria Embankment
SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

A. B. C. Week Draws Many Meetings to Chicago

Agricultural Publishers, Inland Daily Press, Western Council of American Association of Advertising Agencies and the 100,000 Group of American Cities Are Among Those That Will Meet

CHICAGO will be the meeting point for publishers, advertising and circulation men from all over America the third week in October when they will gather for the thirteenth annual meeting of the Audit Bureau of Circulations and the meetings of various allied associations which will be held during the same week.

The convention of the Audit Bureau of Circulations will open with a joint meeting of all divisions on the morning of October 21. After the formal opening, the members will adjourn to rooms assigned to the various divisions where problems affecting each division will be discussed and candidates for directors will be selected. Formal notice of the topics to be discussed at each departmental meeting will be sent out before the convention.

President O. C. Harn will preside over the general session which will be held October 22. The annual dinner will be held at the Hotel La Salle the same evening. Two speakers of national importance will be the guests of honor.

The annual meeting of the Agricultural Publishers' Association is listed among the other important gatherings which will be held at Chicago that week. This meeting will be held at the Hotel La Salle on the morning of October 21 and will be presided over by Horace C. Klein, of the Webb Publishing Company, St. Paul, Minn., president of the association.

The Inland Daily Press Association will hold its annual autumn meeting at the Sherman Hotel on October 19 and 20. Part of the program of this meeting has already appeared in **PRINTERS' INK**.

The committee in charge of the

Bureau of Advertising of the American Newspapers Publishers Association and the board of directors of the Association of Newspaper Advertising Executives will meet during the week at a time which will be determined later.

The 100,000 Group of American Cities, composed of publishers of over ninety important daily newspapers in cities with over 100,000 population, will hold a business meeting and luncheon on October 20.

The Western Council of the American Association of Advertising Agencies will again give a complimentary luncheon to all visiting publishers, advertisers and advertising agents attending the convention. The luncheon will be given on October 21 at the Hotel La Salle. Among the speakers will be Roy S. Durstine, of New York, president of the American Association of Advertising Agencies; James O'Shaughnessy, of New York, executive secretary of the same association; O. C. Harn, of New York, president of the Audit Bureau of Circulations; Walter A. Strong, publisher of the *Chicago Daily News*, and Kent Cooper, of New York, general manager of the Associated Press. H. D. Sulzer, president of Vanderhoof & Company, Chicago, and Chairman of the Western Council of the American Association of Advertising Agencies, will preside at the luncheon.

A. B. Carghill with San Francisco "Chronicle"

A. B. Carghill is now associated with the advertising staff of the San Francisco *Chronicle*. He was at one time general manager of the *Milwaukee Sentinel*, later becoming business manager of the *Omaha News*.

Howard A. Welsh also has joined the *Chronicle* staff, in charge of the "Progressive California" section. He formerly had been advertising manager of the San Francisco *Bulletin*.

New Account for Woolf-Gurwit

Simplex Automotive Distributors, Inc., Chicago, manufacturer and distributor of automotive specialties, has placed its advertising account with the Woolf-Gurwit Advertising Agency, also of Chicago.

the
ers
di-
ws-
will
me

.
can
of
ws-
000
ess
ber

the
er-
e a
ris-
and
the
be
otel
ers
ew
can
en-
of
of
urn,
the
ns;
the
ent
eral
ess,
der-
and
ncil
of
side

n

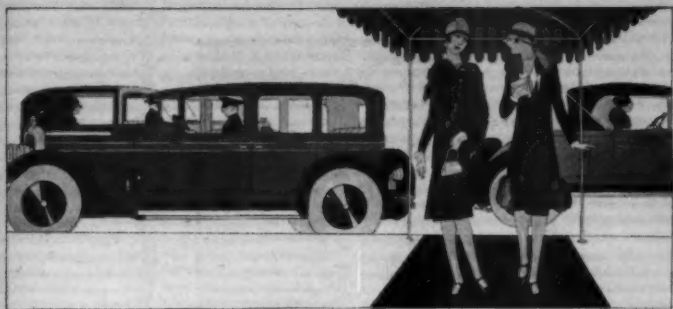
with
ran-
time
Sen-
ager

the
Pro-
for
r of

.

tori
dis-
has
the
also





All Dressed Up and
(Most Decidedly)
With Some Place to *Go!*



*F*rom its front cover to its last page, Delineator is animated with new sparkle, new spirit, new enthusiasm—and enthusiasm, you know, is the most contagious of all virtues.

In the pages of the new Delineator the woman of today will find a reflection and a guide for her own multitudinous and eager interests.

Here she will discover the newest Paris fashion ideas for her attire—the latest mode for decorating her home—the most recent and expert advice for planning and preparing her breakfasts, her luncheons, her dinners.

[And, of course, a
selection of the best
fiction being written.]

The trend of the new Delineator is decidedly up *and* up—in its price, in the quality of its contents and, most important, in the quality of its readers.

Have you seen the new Delineator?
Then surely you'll agree that it is

all dressed up and—most decidedly
—on its way.

Delineator

THE BUTTERICK PUBLISHING COMPANY

S. R. LATSHAW, *President*



The new Delineator rate is based on a guaranteed circulation of 1,250,000. With the November issue the Designer is combined with the Delineator. The guaranteed circulation of the two magazines was 1,700,000. As subscriptions to both will be fulfilled with the one, it is obvious that for some time to come the advertiser will receive a gratifying circulation bonus.

The new price of the Delineator is 25c a copy.

all dressed up and—most decidedly
—on its way.

Delineator

THE BUTTERICK PUBLISHING COMPANY

S. R. LATSHAW, *President*



The new Delineator rate is based on a guaranteed circulation of 1,250,000. With the November issue the Designer is combined with the Delineator. The guaranteed circulation of the two magazines was 1,700,000. As subscriptions to both will be fulfilled with the one, it is obvious that for some time to come the advertiser will receive a gratifying circulation bonus.

The new price of the Delineator is 25c a copy.



The Dangers of Stealing Competitors' Salesmen

A Suggestion for a More Uniform Practice to Cut Out a Big Waste in Selling Costs

By G. M. Breinig

Vice-President and General Manager, Breinig Brothers, Inc.

EVERY day thousands of salesmen are changing their jobs—some of them for good reasons and some because they have been enticed away by other concerns which offer them a little more money. The practice of hiring salesmen away from competitors must surely cost a vast sum each year, when the amount of money necessary to train and retrain men is taken into consideration. While my knowledge of the practice is limited almost entirely to the paint and varnish industry, I have heard enough about the practice in other lines to know that this habit of stealing competitors' salesmen is a widespread and wasteful practice.

The cost of selling is high enough as it is without adding to it this almost unnecessary expense. Furthermore, it is my opinion that hiring away a competitor's salesman by offering more attractive bait is not only an unethical practice, but is also, almost without exception, poor business.

The head of a business outside of our industry said to me recently: "We have never been successful in hiring salesmen by going directly after them while they were working for a competing concern. On the other hand, three or four men who came to us of their own volition, because they thought our goods or merchandising policy was better, have made good with us in a big way."

I think that this sums up the difference, although I was surprised, some time ago, to hear the sales executive of a concern state that his method of securing salesmen was to watch the work of those men who were selling for a competing house. When he found a real producer, he said, he made it very much worth while to that man to make a change. This sort

of cut-throat competition certainly doesn't build business for industry and I doubt if it builds business for the individual company.

Isn't it possible to secure a better understanding between sales managers and other executives in regard to the practice of hiring competitors' stars. It is only natural that every sales manager desires to secure the best salesmen he can with the constant endeavor to increase the efficiency of his selling organization. But is it ever necessary for anyone to stoop so low as practically to steal a man from another organization?

In the first place, what is the effect of this practice upon the man's own selling force? I know of a recent case where a company, after much discussion among its executives, decided to go after a certain salesman who had made a big record for a competing house. He had a fine following among the trade and he was well known to all salesmen in the industry as a high-salaried man.

SALARY RUMORS

This company went out after him hammer and tongs and its approaches became a matter of common knowledge among the trade. When Merkel finally capitulated to these continued and aggressive advances, the salary which he was going to receive became a much discussed matter. No one except the president and vice-president of the house which he went with knew how much he was going to be paid, but each member of the sales force had his own ideas and these ideas were talked over and discussed at luncheon tables and in the office.

It finally became generally understood that Merkel was com-

ing to the house at a big salary, a fine bonus for increased sales, a slice of common stock and other special and interesting inducements. None of the men stopped to think that Merkel's value, based upon any reasonable selling cost, could not be as high as their imagination put it.

In any event the result was that he destroyed the "company spirit" of the other men. It was quite natural for them to hang together for mutual protection against the "prima donna" who had been hired at so (supposedly) fabulous a sum. Not knowing what Merkel was making, each man, nevertheless, felt that he, himself, was not being sufficiently rewarded in proportion to the star salesman brought from outside. Resignations started. Soon ten or fifteen new men had to be hired, trained and sent out to make the usual number of mistakes which a new man is likely to make. It was poor business for the house that went out after Merkel and it was poor ethics.

CLERKS AS SALESMEN

Contrast this case with the practice of a Western concern which advertises in business papers going to retail clerks in order to recruit new men for its sales force. Every man who answers the advertisements and applies for the job is checked up, carefully, is interviewed by a branch sales manager, if he looks at all promising, and then, before he is hired, has to secure the unqualified endorsement of his boss. This concern, to the best of my knowledge, has a lower turnover rate among its sales force than any other concern in its line.

Incidents showing the bad effects of running after a big star could be multiplied. I am merely putting down one or two conclusions here. Very often a third-rate house of some industry, after much conference, goes after a star salesman from a bigger house. The star falls for the bait but when he starts out on the road he soon discovers it is a far different matter to sell for a third-rate house than it was when he had the

backing and prestige of the larger concern for which he formerly worked. He is dissatisfied and soon rolls on to another job. The executives who went gunning for him have done a dis-service both to their own concern and to the man.

A man enticed away by a little extra money from a house for which he has worked for many years is more than likely to look back as Lot's wife did and be turned to an inefficient pillar of disappointed uselessness.

Many a sales manager who has devoted a great deal of time and money to the training of a green salesman to the point where he becomes efficient and valuable to the house, doesn't feel so good when a competitor steals that man away. He feels, and rightly, too, that the competitor has taken from him something as valuable as money, namely, his own personal efforts and investment. This stealing often happens after a concern has invested much actual money in the salesman's training, during which period his expenses have been abnormally high. These early expenses were justified only by the future potentialities of the salesman. This means a considerable money loss to the concern and the benefit of this invested money is grabbed off by the new organization.

While some sales managers may feel that this is good business and fair ethics, I doubt if the practice would be countenanced if we could all arrive at some better understanding for the protection of our mutual interests. Men who countenance such practices now, forget the fact that if two concerns are competing in the same field with the same class of product, one of them cannot afford to pay its sales force a great deal more than the other. Moreover, if every concern is fair in its dealings with its representatives, compensation will be given in proportion to results produced and for no other reason.

Wouldn't it be a good idea for all sales managers and other executives interested in hiring salesmen to establish the fact that hiring away a competitor's star is not



**This newspaper
now has the
second largest
evening circulation
in New York City**

*"There's no place
like home"—and the
Graphic goes there.*

good ethics nor good business? Should not all of us refrain from hiring any man who is already employed unless we are first in receipt of his application, which will give us the privilege of dealing with him?

We all know that in all lines there are men who are rovers at heart. Many organizations greatly increase their turnover by hiring this type of man away from a competitor merely because the information secured regarding him is misleading. The waste to which I refer could be, in my opinion, greatly cut down if sales managers would be particular to give accurate information regarding salesmen who have previously been in their employ and also give up the wasteful and unethical habit of going out after a man who is employed by a competing house.

Cleveland Advertiser to Start Newspaper Campaign

The Sani-Tabl-Tub Company, Cleveland, has placed its advertising account with The Powers-House Company, also of Cleveland. Newspapers in neighboring States will be used in an initial advertising campaign.

Augustine W. Esleek Dead

Augustine W. Esleek, president of the Esleek Manufacturing Company, Turner Falls, Mass., Fidelity and Prestige bond papers, died at Greenfield, Mass., on September 30. He had been in the paper-making industry for fifty-five years.

Appointed by Montreal Weekly

F. Jones, has been appointed advertising manager of *Le Perroquet*, Montreal. He was formerly with *Mon Magazine*, also of Montreal.

S. R. Greene Joins Stillman Press

Stanley R. Greene, recently advertising manager of J. A. Migel, Inc., New York, has joined The Stillman Press, Inc., also of New York.

With Manifold Company

Harold Moore, formerly with the Standard Drug Company, Cleveland, has joined the sales and advertising department of the Manifold Company, also of Cleveland.

Sunsweet Prune Crop Marketing Plans for 1926

An advertising and sales promotion campaign has been planned by the California Prune and Apricot Growers' Association for the marketing of its 1926 crop. Newspaper advertising will be used, in addition to outdoor advertising in 256 cities. Sales promotion work will be undertaken this fall in 450 cities. Two new packages of Sunsweet Prunes, the association's brand, have been placed on the market. One is a can of prunes ready to serve and the other is a two-pound carton.

D. W. Coutlée Starts Own Business

Douglas Wakefield Coutlée has resigned as business manager and a director of the Charles C. Green Advertising Agency, Inc., New York, to start a business under his own name as advertising counselor. He will continue to be associated with the copy and plan department of the Green agency.

Ward Baking Sales Increase

The gross sales of the Ward Baking Corporation, Long Island City, N. Y., amounted to \$30,969,716 for the thirty-seven weeks ended September 11, 1926. This compares with \$29,510,886 for the same period in 1925. Net profit for that period this year was \$2,964,085, after charges, against \$2,872,574 for the corresponding period last year.

Oakite Retail Account for Charles C. Green

Oakite Products, Inc., New York, has appointed the Charles C. Green Advertising Agency, Inc., New York, to direct its retail advertising account. Rickard and Company, advertising agency, also of New York, will continue to handle the industrial advertising of the Oakite company.

C. J. C. Clarke with McGraw-Hill Publications

C. J. C. Clarke, formerly director of the merchandise store service of the Periodical Publishing Company, Grand Rapids, Mich., has joined the McGraw-Hill Publishing Company, New York, as district manager for New England and New York for *Bus Transportation* and the *Electric Railway Journal*.

W. F. Wolf with Racine, Wis., Agency

W. F. Wolf, recently with the Chicago office of the Radio Corporation of America, has joined the Western Advertising Agency, Racine, Wis.

The positive side of the negative appeal

THE advertiser was reading several advertisements of a forthcoming campaign.

Nods and smiles greeted the first few pieces of copy. But advertisement number four elicited only a frown. "In this one," he commented, "I see that you have started with a negative appeal. Don't you think that all advertising is stronger when approached from the positive angle?"

* * *

There are three possible bases on which an advertisement of a product can be built. The advertising appeals that you can use for any article fall into one of these three classifications.

The advertisement can be based on:

- the qualities of the article
- results of using the article
- results of lacking the article.

The last is negative, someone comments, and hence fairly sure to be weak. Yet there are some situations in which the

negative side cuts far deeper than the positive.

One of the best-pulling advertisements on a book of etiquette pictured the utter inability of the heroine to order with assurance any dish other than chicken salad. The negative side of composure when dining out, you will note.

Pelmanism and the Alexander Hamilton Institute find their recruits largely among the non-successful.

The advertising of Hammermill Bond often pictures the confusion in the business office that does not rely upon the printed form. The best known automobile tire gauge—Schrad—frequently dramatizes the wasting wear and tear that follows improper inflation.

Tire chains, fire insurance, and halitosis cures are all advertised with negative appeals.

The negative appeal, like the good old "optical center," is something to keep in mind, but not to follow to slavery. You doubt it? Then try to rephrase the seventh commandment positively.

GEORGE BATTEN COMPANY, INC.

Advertising



GEORGE BATTEN COMPANY, INC. / NEW YORK / CHICAGO / BOSTON

The New New England

SUNDAY NEWSPAPERS IN NEW ENGLAND

New England here means five states — Massachusetts, Maine, New Hampshire, Vermont and Rhode Island. That is the territory and the 6,486,171 people for which Boston is the metropolitan center.

Q. Why should I, a national advertiser, spend any part of my appropriation in Boston Sunday papers?

A. Because it is true — curiously true — that on that one day you can completely cover metropolitan Boston and also all the rest of New England by using only the Boston papers.

Q. That's a pretty sweeping statement. I suppose you are prepared to prove it?

A. Here are the figures. Decide for yourself.

The combined net paid circulations of Boston Sunday papers is 1,308,620; the combined net paid circulations of all other New England Sunday papers is 327,866.

The Boston papers' readers are 79% of the total.

Q. But perhaps a lot of New England people don't read Sunday papers?

A. Just the opposite:

The total sales of all New England Sunday papers is 1,636,480

The total sales of all New England evening papers is 1,586,655

The total sales of all New England morning papers is 1,043,377

Primer

Q. *Would it be economical for me to use Boston Sunday papers?*

A. Let the figures answer that question —

To cover Boston and the rest of New England by using all New England *evening* papers would cost you 39¢ per line per 100,000 circulation.

To cover Boston and the rest of New England by using all New England *morning* papers would cost you 22¢ per line per 100,000 circulation.

To cover Boston and the rest of New England by using the *Boston Sunday* papers would cost you 17¢ per line per 100,000 circulation.

Q. *Suppose my appropriation will not permit my use of all Boston Sunday papers?*

A. Then choose them in the order of their size and importance —

	Net Paid Circulation	% of Total
Sunday Advertiser	502,565	38
Second Sunday paper	349,596	27
Third Sunday paper	332,271	25
Fourth Sunday paper	124,188	10



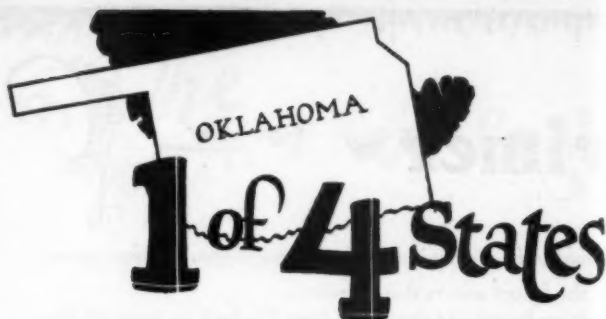
**BOSTON SUNDAY
ADVERTISER**

Rodney E. Boone
9 East 40th Street
New York City

H. A. Koehler
Hearst Bldg
Chicago

S. B. Chittenden
5 Winthrop Sq.
Boston

Louis C. Boone
Book Tower Bldg.
Detroit



with a potential annual income of
One Billion Dollars
*from Agriculture, Minerals
 and Livestock*

Oklahoma, according to Jno. A. Whithurst, President of the State Board of Agriculture, "Is one of the four states of our Union that has a production potentiality to produce over one billion dollars per year out of its agricultural, mineral and livestock production."

Oklahoma's oil and mineral production, on top of its record-breaking crop production; indicates that 1926 will be a billion dollar year. Central and Western Oklahoma, which receive approximately sixty percent of the entire state income, is the territory covered thoroughly and alone by the Daily Oklahoman and Oklahoma City Times.

Advertisers who use these newspapers this fall will find low cost selling a fact, not a promise.

The **DAILY OKLAHOMAN**
OKLAHOMA CITY TIMES
thoroughly and alone **COVER** *the Oklahoma City Market*

Represented by E.KATZ SPECIAL

ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

Some Christmas Ideas to Pass On to Retailers

Manufacturers Looking for Christmas Merchandising Plans to Suggest to Their Retailers Will Find Some Suggestive Material in This Report

By P. K. Crocker

Advertising and Sales Manager, John Schoonmaker & Son, Inc.

THE holiday season was on. The toy department teemed with excited elbowing humans, tiny tots, middlings, all the way to grown-ups who might appear sophisticated but at heart were glad they weren't. It was a November Saturday and Santa Claus was about to make his first appearance of the season.

Near the as yet unopened doors to the throne room three colored children struggled to control their point of vantage. The smallest, a wide-eyed piccaninny scarce past toddling, was held in position by the vigorous elbowing of a boy but a few years older, as intense in his expectancy, as he was belligerent in his efforts for a place. A girl, lanky with apparent over-fast growth, touching the 'teens, was the third. She carried a superior, patronizing air. She was fighting for poise. The world could know that she was an enlightened skeptic.

"What for yo' gettin' fluttered?" she challenged. "That no Santy Claus, in there. It's jes a man dressed up. They ain't no Santy Claus."

"You—you, Ulilla," spluttered the boy. "You lie. You tell her that agen an' I bust y'n the mouf. What t'hell d'you know about Santy Claus?"

"Don't you pay no 'tention to her," this to the little one. "She's jes a liar. They is a Santay Claus, all right, an' you goin' see him now."

Later, Ulilla, the recent sophisticate, was seen leaving the Good Saint's presence, bearing in triumph a miniature doll and a

stocking stuffed with candy, giggling an audible appreciation. She had even whispered to Santa her list of wants for his Christmas visitation. Who shall say that here was not another conversion, momentarily, perhaps, back to "fundamentalism"?

The incident is not built of imagination. It is word for word an occurrence. Might it not be taken as a homely text in considering this whole problem of the retail store and the holiday season?

It is platitudinous but true to say that what the stores, in a sense, have been trading on for their all important holiday business these years past is this same Santa Claus, doubted by Ulilla. The jolly Saint may have taken a different form. Call it the Christmas spirit, holiday spontaneity and good cheer, or what you will; it is the tradition that is the root of all holiday buying and Christmas giving; and, of course, we play it up. There is a question whether we have not been playing it up too much, whether we have not been forcing the issue too strenuously. It is a hard question to decide.

DANGER IN UNWILLING BUYING

On the one hand, we know that every season there are public rumblings here and there, almost of resentment, against the daily urge in the advertisements, to Buy! Buy! and Give! Give! They generally buy in the end. It may be at the eleventh hour, when the haunted faces appear and the tired sales persons grip themselves for that last mad rush, when the adding machines click out the hope that again we have "beat last year." When people buy grudge-

Reprinted with permission from "The Data Book" of the Sales Promotion Division of the National Retail Dry Goods Association.

ingly, because they have to, because it is a custom, or habit, from which they cannot escape, is there not danger of an eventual reaction?

On the other hand, we need this holiday business; it is vital to the year's average that begets dividends. What could replace it?

The foregoing is obvious and perhaps hardly worth repeating; and this is not a preachment, rather an inquiry, a questioning of the trend. May it not be worth while to consider a different approach, to evolutionize an appeal? How it could be done is assuredly a problem. Let some wizard work it out. It is a tough knot to untie.

At least we are not blind to the fact that point of view seems to be radically changing, along with modernized, almost revolutionized, conditions of living. We are aware that the general attitude to life appears to be different, more progressive, if you like, or just plain "hard boiled," as some might say. We are all far away from the simple heartiness of things. What is spoken of as "spirituality" seems to be in the discard. The younger generation, even to the children, show this frequently. Just watch the youngsters when they come into your toy department to pass judgment. Their imagination has been stifled; for little is left to them to imagine these days, thanks to the elaborateness and mechanical perfection of what used to be called "play-things." They'll tell you the "make" of the toy auto they want—not in a thousand will it be a flivver. Anyone who has read a few hundred "messages to Santa," formalities without belief, too often, noting the complacent demands and extravagances, knows something of the modern youngster's practical and possessive, not to say acquisitive, attributes.

It is in the smaller cities, where the stores are closer to the hearthstones, that the trend is more acutely apparent. One store in a city of that class, sixty miles from New York, has been trying during the last two years to appraise the situation and to bridge the past to

the present. It has tried to hold as much as possible to the old-time flavor of Christmas, the spiritual traditions, even forcing them a little, perhaps. It has also met modernism half way. It has endeavored to harmonize the two, in an effective program to stimulate holiday season interest and spontaneity. In a word, it has not denied Santa Claus, nor has it stigmatized him as an old fogey. It has realized that childhood is the strongest link binding Today to the good old-fashioned Christmas; and accordingly it has built its holiday activities from the children upward. Enough righteous Christmas clamor from the youngsters, and the whole household is aroused; grown-ups are awakened and committed to the spirit of the occasion.

A MODERNIZED SANTA CLAUS

Every store knows the almost hopelessness of attempting to discover some new theme or treatment on which to hook the holiday appeal. Threadbare are "The Christmas Store," "Santa Claus' Headquarters," "Toyland," "Toy Town," down the line to dry rot and despair. You know them all by heart. Every mat service reeks with them.

Two years ago the store under discussion happened to have adjoining it a spacious parking area. In the middle of November that open space became "Santa Claus' Great Landing Station." The youngsters were apprised that "Santa's Reindeer Route is Open"; for the picturing still held to the traditional motive power. The airplane hum was in the "copy," linked by comparison with the jingle of the reindeer bells.

Santa Claus, of course, did not arrive in broad daylight. He never does. The children were cautioned to listen o' nights; and, unless information from parents was exaggerated, many young hopefuls did listen.

A five-column announcement in the daily papers and a display on the front cover of "Schoonmaker's Store News," the store's direct-mail medium, told the children all about it. "Copy" with

appropriate illustrations was designed to arouse that perhaps lagging imagination. The fiction was carried out, with varying treatment, in liberal space every Friday well into the height of the holiday season. The parking space was well known, as almost a city institution, and that lent a semblance of reality. When Santa Claus in due time appeared at the store in person, a formal proclamation couched in his North Pole regal phraseology was issued.

As another means of appeal to childish imagination, all the animals and many other toys in the department were given personal attributes and performed in "copy" accordingly. There was "Jeremiah Wrinkle," the elephant who kept the smaller animals upon their good behavior; the gossipy "Quacking Duck"; "Lead Soldier Boys"; the "Bisque Doll" and her friends, all appropriately named; "Noah's Ark"; "Billy Beaver" and "Blubber," the bad little bear; the "Hobby Horse" and the "Little Pink Pig called Truffle," to say nothing of motor cars, steel trucks and everything else that went to make up the toy galaxy.

In the "copy," too, these personalizations were all woven in with the "Great Landing Station." A last stand for imaginative childhood, maybe, but it worked out better than might have been expected.

TYING UP WITH THE RADIO

Last holiday season the Toy Department became "Station T-O-Y-S, Santa Claus Broadcasting." A five-column newspaper and a page "Store News" announcement set the date and hour at which Santa Claus would be "on the air," at "Station T-O-Y-S, the only station tuned to Santa's secret wave length." Radiogram blanks, the good, old friendly manila ones, "almost like Western Union," were placed in the toy section, where facilities for filling them in and a radiogram box for depositing them were provided. A similar blank was printed in the newspapers. To file their radiograms, the children had to come to the toy sec-

tion. Messages filed before the close of store Friday were acknowledged "over the air" by Santa the following Saturday. This was actually done.

The Jimmy Joneses and the Sally Smiths heard their messages and individual names, with appropriate comments from Santa, reverberating from the three big horns hooked up with his North Pole microphone. An interesting fact developed here. The Jimmys and Sallys were on the *qui vive* until their own particular names and messages were read. Then their interest appeared to be intruded upon by the life and color of the toy electric trains, speeding around their curves and through tunnels, by the antics of the mechanical toys doing their stunts and by any one of a number of attractions that caught the eye instead of the ear.

They appeared to have more eye inclination and appreciation than ear consideration. Possibly students of child psychology have this all accounted for. Perhaps it may be attributed to the movie era. Maybe the radio age will change this. At any rate, it is worth giving a thought when you are planning an appeal to children.

Radiograms continued to pour in, nevertheless, and every weekend the message box was stuffed to capacity, a good list of names, by the way, for the children's addresses were required. They multiplied so fast that it became impossible for Santa Claus to handle them all during an afternoon session. That was the only difficulty encountered.

The plan of operations was simple enough. We had a high-power amplifier installed, with the announcing horns located in the toy station. Wires ran thence to a private room at some distance. We enlisted the services of an experienced announcer, one who acted in that capacity for a local newspaper in handling big news events. He was blessed with an understanding and appreciation of children and, best of all, with a fund of humor, important qualifications for the job.

Later in the season, after the

broadcasting had run its allotted course, Santa Claus appeared in person for his scheduled receptions. This is a custom many of the children, especially the smaller ones, continue to count on, no matter what innovations may have a part in the holiday program. By that time the toy activities were in full swing.

Just what part the broadcasting played in the results of the season can only be conjectured, but sales volume was greater than in any year preceding. An enlarged and better selection of stock and a more attractive setting and display no doubt were favorable factors of importance.

With the toys well launched and on their way, which means that Christmas thoughts are in the public mind, we begin to specialize on the older folk. Our efforts to stimulate the utmost of interest are probably little different from those of the average store. We do begin early. Every merchandising event in November, or even in October, for that matter, that will lend itself to a suggestion that Christmas gifts may be profitably bought and laid away against the day, are made a part of the advance holiday promotion. The pre-Thanksgiving linen announcement always carries a Christmas suggestion. Any special featuring of hosiery, gloves, accessories of any kind, including the underthings, is brought into play. There is very little in the store that escapes, if it is of a nature that will lend itself to the occasion.

In our holiday copy we endeavor to group our merchandise appropriately—broadly, gifts for pleasure and pleasurable utility; gifts practical, of pure utility or necessity; gifts classed as luxuries, and similar arrangements.

Now and again, we have leavened the loaf of continual "Christmas Gift" exploitation with a straight out-and-out presentation of a special merchandise feature; not advertised as a cut-price sale, understand, but of exceptional value and sufficient in volume to attract notice. Such an offering in its advertising is free from a

hint of Christmas "chatter." Usually it has appeared to afford an almost refreshing relief. The public has responded to it readily and when responding has, in large percentages, remained to scout in pursuit of many an item on that inevitable Christmas shopping list.

Applies for Registration of Advertised Trade-Mark

The H. G. Saal Company, Chicago, radio products, has made application for registration of the trade-mark, Saal Soft Speaker, in order to protect the good-will created through its advertising.

The speaker was introduced last year in a newspaper campaign. This year other items have been added to the line, and the company's advertising has been extended to magazines. Trade papers are also being used.

Radio Account for Hurja- Johnson-Huwen

The W. C. Braun Company, Chicago, manufacturer and distributor of Monroe radio sets and parts, has appointed Hurja-Johnson-Huwen, Inc., Chicago advertising agency, to direct its advertising account. Trade papers and radio publications will be used.

Nichols-Evans Agency Reorganized

The Nichols-Evans Company, Cleveland advertising agency, has been reorganized. Its officers now are: E. J. Witthoff, president and treasurer, and A. H. Jenkins, vice-president and secretary.

Raymond Roos with Allen- Klapp

Raymond Roos, formerly sales manager of the Solar-Sturgis Manufacturing Company, Chicago, has joined the Chicago office of The Allen-Klapp Company, publishers' representative.

Starts Advertising Business at Grand Rapids

Daniel R. Ellinger, formerly with the S. Hugh Paine Advertising Service, Grand Rapids, Mich., has opened an advertising agency under his own name at that city.

Transferred by Portland Agency

Miss Francis Nunn, who has been with Hall & Emory, Inc., Portland, Oreg., advertising agency, has been transferred to the Seattle office as director of accounts.

N. Y. DAILY MIRROR

AVERAGE net paid daily circulation for 6 months through September: 379,396 (per publisher's statement to Post Office).

AVERAGE net paid daily circulation for month of September:

418,527

Only 5 of the 2,000 morning or evening daily newspapers in the whole U. S. show more circulation than this on their last statements. Yet the Daily Mirror is only 2 years old. It is a bright, entertaining tabloid picture newspaper for all the family.

**Only 5 in the whole U. S.
have more circulation**

J. Mora Boyle, Advertising Director, 55 Frankfort St., N. Y. C.
Western Office, 326 West Madison Street, Chicago

Have You Ordered Your 1927

Rates Advanced Now

If You Buy Before The Year

250,000 Circulation Ab

WHEN present rates were made LIBERTY promised its advertisers a circulation of 1,100,000 copies. They got it. Now, LIBERTY announces an average NET PAID circulation of 1,350,000 during 1927. LIBERTY will keep its promise.

THOSE who contract for space before Nov. 1st, at present rates, receive a bonus of 250,000 circulation per issue, or 3,250,000 on a 13-time basis, absolutely free. Consider the saving in ordering your 1927 LIBERTY advertising NOW!

Orders for 1927 Accepted
Up to Nov. 1st at These

PRESENT RATES

Line Rate	\$ 5.00
Eighth Page	375.00
Quarter Page	750.00
Half Page	1500.00
Full Page	3000.00
Two-Color Page	3750.00
Four-Color Page	5000.00
Back Cover	6500.00

Orders Placed After Nov. 1st
are Subject to These

NEW RATES

Line Rates	\$ 6.25
Eighth Page	468.75
Quarter Page	937.50
Half Page	1875.00
Full Page	3750.00
Two-Color Page	4500.00
Four-Color Page	5500.00
Back Cover	8000.00

247 Park Ave.
New York

Liberty
a Weekly for the Whole Family

General Mon 05 Un
Bldg. I
Detroit Los A

TWO YEARS OLD and ALREADY EC

You 1927 **LIBERTY** Advertising?

no Nov. 1st, 1926

The you Get a Bonus of

ion Absolutely **FREE**

YOUR SAVING

on 13 Insertions of Following
Units if Ordered Before Nov. 1st

Per Line	\$ 16.25
Eighth Page	1218.75
Quarter Page	2437.50
Half Page	4875.00
Full Page	9750.00
Two-Color Page	9750.00
Four-Color page	6500.00
Back Cover	19500.00

1 Mo
Bldg.
troit
05 Union Bank
Bldg.
Los Angeles

Liberty
A Weekly for the Whole Family

Tribune Square
Chicago

D **SECOND** in Advertising Lineage

Important Issue to Be Discussed at A. B. C. Meeting

Plan of Including Standard Rate Cards in Publishers' Statements Is Scheduled for a Thorough Discussion at the Thirteenth Annual Convention Which Opens on October 21, at Chicago

AT the thirteenth annual convention of the Audit Bureau of Circulations which opens on Thursday, October 21, at the Hotel La Salle in Chicago, members will take up several matters of importance to agents and advertisers as well as to publishers. The one which promises to cause most discussion is the proposed plan—not mandatory—of including the standard rate cards of its publisher members in the semi-annual publishers' statements. At the June meeting of the board of directors it was decided to offer the plan to all publishers of inserting their standard rate cards in the last pages of their statements.

This plan has already aroused considerable discussion among members, in advance of the meeting.

According to the statement of the Audit Bureau of Circulations, "over four-fifths of the newspaper publisher members of the Bureau have already signified their desire to use the added service. . . . On the other hand, some criticism has been published by a small but prominent group of publishers who do not favor the plan."

This group is composed partly of the Publishers Association of the City of New York, which, after a discussion of the plan, decided that its members would not take advantage of the offer to incorporate its advertising rate cards in the manner suggested. Some of the reasons given in opposition are that the Audit Bureau is designed for auditing only, and should not extend its work to advertising rates; that changes in rates between the times of issuance of publishers' statements will not be available, and that the added cost

to the Bureau will be high. In a bulletin signed by O. C. Harn, president, and Stanley Clague, managing director, the two latter objections are met by statements that the costs will be small and that the rate changes can be handled with facility. These and other objections in detail will be thoroughly discussed at the meeting. Whether the plan is a valuable addition to the Audit Bureau's previous valuable service as some newspaper publishers say, or an unwarranted attempt to extend its ramifications into purely advertising matters, as others assert, will be thoroughly threshed out and noses counted.

From all points of view this 1926 convention will be worth the attendance of members. As the official statement says, "The initial demands indicate that the seating facilities will be taxed to their utmost."

New Name for Wayne Tank & Pump Company

Because its old name was no longer descriptive of its products, the Wayne Tank & Pump Company, Fort Wayne, Ind., has changed its name to the Wayne Company. The company, in addition to pumps and tanks, now manufactures electric refrigerators, water softeners and oil burners.

J. R. Duggan to Direct West- inghouse Union Battery Sales

J. Ross Duggan, manager of export of the Westinghouse Union Battery Company, Swissvale, Pa., has been made vice-president in charge of sales. At one time he had been with the sales department of the Chevrolet Motor Company.

Becomes Advertising Manager of New York "Enquirer"

Sydney Schultz, recently with the New York Graphic, has been made advertising manager of the New York Evening Enquirer. He formerly had been with the advertising department of the New York American.

Hoyt Directing Campaign for "Scientific American"

The Scientific American, New York, has appointed the Charles W. Hoyt Company, Inc., New York advertising agency, to direct its advertising account. Magazines, newspapers, trade papers and direct mail are being used.

1926

n a
arn,
gue,
tter
ents
and
man-
and
be
meet-
alu-
eau's
ome
an
l its
rtis-
will
and

this
the
the
in-
the
d to

ank

onger
ayne
ayne,
ayne
dition
atures
eners

Vest-
ales

export
attery
been
sales.
a the
vrolet

ager
r"

a the
made
York
y had
tment

ign
n"

York,
Hoyt
rtising
count
rs and



Quality and Quantity

At One Minimum Cost

SUPPOSE you were able to buy a circulation of about 100,000 in Philadelphia—covering every desirable reader in Philadelphia, Camden and vicinity.

Wouldn't you feel that you were getting "quality circulation" and wouldn't you immediately avail yourself of this opportunity of bringing your products before these readers?

Suppose that you were also able to obtain nearly 450,000 additional circulation among the great middle classes through the same newspaper. Wouldn't you use it?

Such a situation is unique. In fact it is probably true of only one newspaper in America. That is the Philadelphia Bulletin. It offers advertisers the complete quality and quantity circulation of the Philadelphia-Camden retail trading area—America's third largest market.

The Bulletin enjoys the confidence of its readers to an unprecedented extent. In the radius of its circulation—the largest in Philadelphia and the third largest in the U. S.—over 3,000,000 persons reside. U. S. Census averages 4.5 to a family. No other newspaper offers such complete coverage and domination at one minimum cost.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

Net paid daily average circulation for six months ending September 30, 1926

535,096

 copies


The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

New York.....247 Park Avenue (Park-Lexington Building)
Chicago.....Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit...C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco...Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

(Copyright 1926, Bulletin Company)

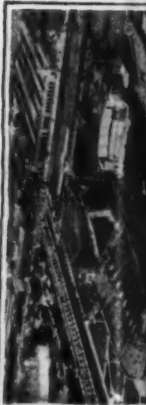
How many are

533,169 People?

**125,565 People attended
The Dempsey-Tunney Fight!**

That's a whale of a lot of People BUT

When you come to think of it, that's a small number if compared with the tremendous mass of people who assemble

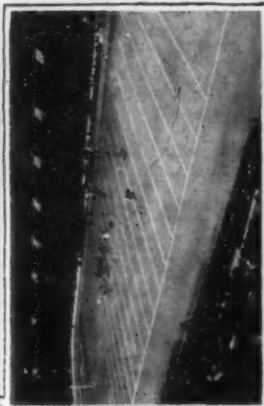


the following capacities of well known Stadiums

the following capacities of well known Stadiums

Sesqui-Centennial Stadium . . .	125,565 people
Franklin Field (Philadelphia) . . .	83,500 "
Shibe Baseball Park . . .	33,000 "
Phillies Ball Park . . .	19,000 "
Princeton Stadium . . .	56,000 "
Yale Bowl . . .	80,000 "
New Baltimore Stadium . . .	75,000 "
New York Polo Field . . .	55,000 "
	527,065 people

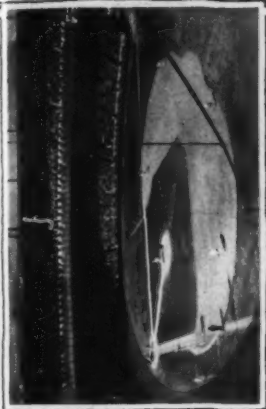
That many people and 6,104 more buy The Bulletin each day, and there is a vast army of others—their families—who read it.



Princeton Football Stadium Seats 56,000 people

To be exact, 533,169 copies of The Bulletin were sold each day during the six months period ending March 31, 1926, and there has been a steady increase during the period which will end on the last day of this month.

The circulation of The Bulletin is far larger than that of any other Philadelphia newspaper, and is the third largest in the U. S.



New York Polo Grounds Seats 55,000 people

Examine the photos of these vast stadiums and fix in your mind just what a daily circulation of 533,169 means in its saturation of America's Third Largest Market.

Think of the daily needs of this multitude of humans in your line of business alone, and mark the "Acres of Diamonds" you are neglecting if your advertising is not in "Philadelphia's newspaper"—The Bulletin.

PHILADELPHIA NEWSPAPER

CIRCULATIONS

	Daily
The Bulletin . . .	533,169
Second newspaper . . .	250,718
Third newspaper . . .	149,567
Fourth newspaper . . .	144,567



New Baltimore Stadium Seats 75,000 people

"In Philadelphia every one reads The Bulletin"

Net Paid Daily Average
533,169
Copies and Counting

In Philadelphia Your Logical Buy is The Evening Bulletin

BECAUSE it completely covers the Philadelphia market. Quality, quantity and volume are combined in its circulation—the largest in Philadelphia and the third largest in the United States.

Ask most any Philadelphian about The Bulletin. He will tell you that "everybody reads it." Of course this is not strictly true. But it is an undisputed fact that "In Philadelphia nearly everybody reads The Bulletin."

Picture 100,000 homes of the wealthy—and a purchasing army of nearly 450,000 homes of average citizens in addition. Then you have a fairly accurate picture of what The Bulletin presents to the advertiser. Probably no other newspaper in America enjoys this unique distinction.

In its buying area of over 3,000,000, 4.5 persons constitute the average family. The Bulletin goes into practically every literate English-speaking home in America's third largest market. It will present your message to Philadelphia, Camden and vicinity in one medium at one minimum cost.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

Net paid daily average circulation for six months ending September 30, 1926

535,096 copies

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.



New York.....247 Park Avenue (Park-Lexington Building)
Chicago.....Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit....C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco....Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.
(Copyright 1926, Bulletin Company)

This

T
of I
o-M
r's
ne,
Dr.
enc
one
om
Fi
whe
artic
PR
Cos
and,
stru
tion
be r
D
is c
he
on,
chai
can,
dist
it is
port
and
ing
frei
way
mot
Gep
H
fact
bein
of t
...
ture
bett
ter
for
is a
that
ture
ize,
pro
ture
dis
tion
in
typ

A Slam at Small-Order Buying

This Manufacturer Claims That Hand-to-Mouth Buying Is Likely to Cause Serious Trouble

By Charles J. Basch, Jr.

President, Basch & Greenfield Company

THE article by Dr. W. F. Gephart, in the September 2 issue of **PRINTERS' INK**, entitled "Hand-to-Mouth Buying Receives a Banker's O. K." was very interesting to me, because it appears as though Dr. Gephart is on both sides of the fence. Being very decidedly on one side of it, I hasten to reply to some of his remarks.

First of all, I am wondering whether Dr. Gephart has seen my article in the May 13 issue of **PRINTERS' INK**, entitled "The High Cost of Piecemeal Production," and, if so, whether he has any constructive thoughts as to the solution of our problem. These would be most welcome.

Dr. Gephart places great emphasis on the transportation angle of the situation, and this, in my opinion, is the smallest link in the chain. It is true that merchandise can, today, be transported great distances in a minimum time, but it is also true that this rapid transportation is costly, and that jobbers and manufacturers who are figuring closely find carload lots of freight shipments the economical way of shipping, rather than by motor transportation which Dr. Gephart advocates.

He says that the risks of manufacturing and merchandising are being transferred "to the shoulders of those best able to carry them. . . the wholesaler and manufacturer, who are more intelligent, better informed, and therefore better able to carry the risk." Thanks for the buggy ride, Doctor! This is all very flattering. The fact is that the solution of most manufacturers' problems today is to "Fordize," or get their plants on bulk production rather than manufacture many small lots of merchandise. Efficient and cheap production can only be had in bulk lots in a business like ours, which is typical of many others.

With us, every lot of merchandise is made up to a special order, and it is therefore impossible to make large quantities, stock them, and ship in smaller lots as most jobbers do. Consequently, the "small and often" habit of buying is increasing our costs tremendously, even though the retailers and jobbers are reaping the benefits by purchasing just the quantities they are able to sell at the moment. If the jobber's function is not to buy in large quantities and distribute in smaller ones, then he has no place in the chain of distribution. If the manufacturer is obliged to sell the jobber in the same size lots as the jobber sells to the retailer, then the manufacturer is justified in selling to the retailer direct at an increased price, which is surely his due, owing to the smaller units in which he does business, and the consequent increased cost.

Dr. Gephart advocates turnover: "Move merchandise at some price, but move them." Yes, and hear the bankers shout and ring their hands in despair if you show a loss following their advice!

A SHORTAGE IN OVERCOATS

In our particular industry (the woolen field), for the last several years in the fall there has been a decided shortage of men's and ladies' overcoats. This was due to the fact that the retailer would not place any bulk orders, the cutter of garments would not manufacture any garments or place his orders with the woolen mills for piece goods, and the mills would not gamble on making goods for stock, hoping to sell them later, and, consequently, manufactured nothing and bought no wool. The result was that merchandise for which there was a demand was not available when it was wanted, and a huge volume of business which

should have been done was lost. If people can't get what they want, they're liable to make the old thing do for another year.

Dr. Gephart tells us that the small and often method of buying is not the result of cautiousness on the part of retailers and distributors, but is due to a changed order of things, the basis of which is smaller inventories in business. That this is a healthy condition no one will argue, but Dr. Gephart advocates small inventories only for the retailer and distributor. This does not seem consistent.

Throughout his article, he tells us that the manufacturer must bear the burden and carry the high inventory. I cannot understand why it is any more healthy, in a business sense, for the manufacturer to carry high inventories than it is for the retailer and distributor. The manufacturer will be forced, in self defense, to pass the buck one step further to the original sources of raw material—the farms, the mines, the cotton plantations, the sheep ranges, etc. From my study of the conditions in these raw material industries, they are none too good now. There is continual complaint of conditions, and demand for Government aid. Should more burden be placed upon them, it will be even harder to get men to work on the farms, etc., than it is now, and I fear for the safety of our economic and political future if there is no encouragement for men to work in these raw material enterprises.

As Dr. Gephart says in several parts of his article that the manufacturers are better able to carry the risks of business, I am very much interested in learning on what authority he makes this assertion.

I believe that the entire gist of the article is contradicted in the last paragraph which reads: "It should be realized that, wonderful as the industrial progress has been during the last century, it has primarily been in the field of production and not in the field of distribution." Granting the sentence above quoted to be the fact, I

would venture the opinion that the entire basis of the wonderful industrial progress has been mass production. This mass production can certainly not be obtained if the practice of hand-to-mouth buying, now so common, continued.

Directory Publishers to Advise to Public

A fund of \$50,000 was appropriated by the Association of North American Directory Publishers, in convention at New York last week, for the purpose of conducting an educational campaign in newspapers and magazines on the use and location of directories. The association is working in co-operation with Secretary Hoover with a view of standardizing directory terms and classifications.

Ralph L. Polk, president, R. L. Polk & Company, Inc., Detroit, was re-elected president of the association. The 1927 annual convention will also be held at New York.

Walter Jenkins Dead

Walter Jenkins, manager of the New York office of *Comfort*, and president-elect of the Metropolitan Advertisers' Golf Association, died on September 30, while playing in one of the association's tournaments at the Westchester-Biltmore Country Club. He was forty-five years old.

For the last twenty-two years, Mr. Jenkins has been associated with the W. H. Gannett Company, Augusta, Me.

K. F. Gill Heads Federal Telephone

K. F. Gill, of Cleveland, has been elected president of the Federal Telephone and Telegraph Company, Buffalo, N. Y. Lester E. Noble was named president of two affiliated companies, the Federal Radio Corporation and the Federal Telephone Manufacturing Corporation.

Martin-Gessner Agency Appoints Production Manager

Martin-Gessner Advertising, Inc., New Orleans, has appointed Mrs. Dora Francis as production manager. For the last six years Mrs. Francis has held a similar position with the New Orleans and Atlanta offices of the Ferry-Hanly Advertising Company, Inc.

Fall Campaign for New Seattle Hotel

An advertising campaign using Pacific Coast newspapers, magazines and outdoor advertising, will be started in November for the new Camlin Hotel at Seattle.

On the face of things, an advertising agency with a large clientele, which has built up a most notable record for average length of service to its accounts must have advised its clients wisely, to their profit.

McJUNKIN ADVERTISING COMPANY
DOMINANT IDEA ADVERTISING
5 SOUTH WABASH AVENUE, CHICAGO

Be a Woman!

McLAIN-SIMPERS ORGANIZATION,
PHILADELPHIA

Editor of PRINTERS' INK:

Can you tell me what is the feeling in agencies toward women copy writers on general accounts? Is the employment of women in agencies on the increase? In manufacturing establishments, in department stores? Are there any all-woman agencies, and can you tell me the nature of the accounts they handle?

In agencies employing women, how do the salaries compare with men's salaries?

Has anything been written in your publication relative to woman's place in agency work, also where they fit in in manufacturing establishments?

McLAIN-SIMPERS ORGANIZATION,
FLORENCE M. DART,
Assistant Treasurer.

WOMEN'S sphere of influence in advertising agency work has been increasing. It has been increasing fairly rapidly in recent years.

Copy work on women's accounts was, of course, the entering wedge some years ago. Today you can find women doing almost any and every job including owning and managing advertising agencies. In one agency, at least, a woman has charge of the job of supervising typography.

For an interesting article on this subject we would refer to one written by Miss Aminta Casseres, manager of one of the copy groups of the J. Walter Thompson Company, advertising agency. This appeared in the August issue of PRINTERS' INK MONTHLY.

While we have no figures to prove the statement, it is our belief that the employment of women for advertising and merchandise work in manufacturing industries and in department stores also is on the increase. The home economics work that a great number of manufacturers are now undertaking has, for example, thrown open to women trained in dietetics and home management scores of jobs in industry. A recent report on the work of the home economics woman in industry will be found in the September issue of PRINTERS' INK MONTHLY in an article by Miss Winifred Stuart Gibbs entitled "The Sales

and Advertising Value of the Home Economics Woman."

On the question of a general comparison of women's salaries with men's salaries: we would say, speaking not from any figures, but only from impression, that men fare considerably better. The difference, however, is not as marked as it once was.

There is, in our opinion, a very distinct reason why women are increasing in numbers and in importance in business. That reason, as we see it, lies in the fact that women are beginning to be conscious of the idea that they can be of greater value by being women rather than trying to imitate men. Likewise, a few smart and prosperous business men have shown that the best way to use women in a business organization is to make it possible for them to act as women.

Miss Casseres, to whom we have already referred, expressed the idea when, toward the close of her article, she gave this advice to agencies employing a woman and expecting the best from her: "Don't expect her to act like a man. In the first place men don't like it. In the second place her own technique works just as well. She can't slap a client on the shoulder and call him by his first name, but she can say the graceful thing, or look the graceful thing or lose her temper! Times change, methods change. The Great God Business never suffers."—[Ed. PRINTERS' INK.]

Royal Baking Powder Case May Be Reopened

The Federal Trade Commission has ordered the Royal Baking Powder Company to appear before it on October 8. At that time the Commission proposes to have the Royal Company show cause why an order re-opening the case against it should not be made and entered by the Commission.

New Accounts for Philip C. Pack

The United States Products Company, Pittsburgh, manufacturer of abrasives, and the Olde Tyme Sausage Company, Ann Arbor, Mich., have appointed Philip C. Pack, advertising, Ann Arbor, Mich., to direct their advertising accounts.

A Washington Achievement

Regular Issue 78 Pages—500 Columns of Advertising

(Reprinted from The Evening Star, Sept. 30, 1926)

With the issue of September 30 of 78 pages The Star establishes a new record, with one or two exceptions, for all regular daily issues of American newspapers.

Furthermore, it presents this phenomenal issue without effort other than to serve its regular readers and advertisers. Indeed, The Star did not "make" this tremendous issue at all. Washington made it. It is a measure not of The Star's selling power, but of its drawing power. It reflects not what merchants were persuaded to do, but what they themselves wanted to do on their own behalf and on behalf of their city. It presents a newspaper in its highest aspects—not merely as a mirror held up to the life of a great community, but as the very heart and voice of that community, through which the vast energies and aspirations of all the people throb and make themselves vocal.

Thus viewed, how intimately is the newspaper bound up with the community! It brings, of course, the ever-changing story of the outside world by telegraph and cable. It reflects the vivid local happenings—(tragical, startling or merely "run-of-the-mill") in its columns. But a great newspaper typifies more than simply the unfolding of the day's news. It is an economic necessity, as well as a medium of information and entertainment.

Through such a medium the vast economic life of a people finds expression. Without it that economic life would be seriously crippled, if not permanently impaired.

In this issue, for instance, business in all its phases finds expression—expression essential to its welfare. The merchants, large and small, present their seasonal offerings. The classified advertiser (whose name, in truth, is legion) is here with his insistent, brief, but highly personal and important messages. The national advertiser puts his goods on display in this universal shop window.

And why should they not? The Star, reaching into more than 90 per cent of the desirable homes of the Nation's Capital and its environs, is the obvious, ideal, inevitable medium of communication between those who have things to sell and those who are able and ready to buy. It reaches all, is trusted by all, serves all.

The Evening Star.

Washington, D. C.



The First

Subscribers to IRON TRADE REVIEW are engaged in every conceivable kind of business making products wholly or in part of metals. The great variety of products is remarkable. On the opposite page is a questionnaire which more than 7000 of the 10,500 subscribers have filled out for our records, and below is an analysis of the varied lines of business based on 500 questionnaires, representing the first three letters of the alphabet.

The value of IRON TRADE REVIEW to the entire metal producing and consuming industries is its once a week, complete, accurate and authoritative market and business information, which makes it indispensable to subscribers as a guide in their purchases of raw materials.

What IRON TRADE REVIEW Readers Make and Sell

Agricultural Implements
Automotive Equipment and Accessories

Auto Trucks, Tractors, Busses, Wagons, Harvesters, Trailers, Threshing Machines

Bolts, Nuts, Rivets, Washers, Nails, Screws, Tacks

Coal, Coke, Pig Iron, Alloys
Conveying and Elevating Machinery, Crushing, Grinding and Pulverizing Machinery

Electrical Equipment, Supplies, Appliances, Insulated Wire and Cables, Starting, Lighting, Ignition, Radio Apparatus, Marine Motors, Magnetos, Safety Switches, Fans, Telephones, Switchboards

Engines—Gas, Steam, Oil, Automobile

Engineers and Contractors

Forgings

Foundry Equipment and Supplies

Furnaces, Stoves, Heaters, Radiators, Ranges, Ovens, Electric Furnaces

Gas and Oil Equipment and Appliances

Heat Treating

Heating and Ventilating Equipment

Household Appliances

Iron and Steel

Lubricants

Mining Equipment

Machinery

Machine Tools

Metals—Producers and Dealers

Office Appliances

Pipe, Valves, Fittings

Pumps, Compressors, Windmills etc.

Power Transmission Equipment

Railroads and Railroad Equipment

Refractories

Sheet Metal Work

Screw Machine Products

Stampings

Structural Steel

Tools

Tubes, Tubing

Wire, Wire Products, Wire Nails

Cloth, Springs, Rope Fence

Metalworking—the World's Greatest Industry

\$500!

BUSINESS STATISTICS FOR IRON TRADE REVIEW, CLEVELAND, OHIO

10,500
Subscribers Plants
in the Metal Working
Industries

500

NAME International Floor Machine Co.
210-230 West 19th St. - Sta. O.
New York City, N. Y.

ADDRESS _____
Please indicate by a check mark ("✓") which of the following men in your company regularly read the

IRON TRADE REVIEW

President ✓
Vice President ✓
Secretary ✓
Treasurer ✓

General Manager ✓
Purchasing Agent ✓
Works Manager ✓
Superintendent

Engineering Dept. ✓
Finance ✓
Others

Are you manufacturers, dealers, agents, contractors, or engineers? Manufacturers

If you are dealers or agents, what lines do you handle? (Please answer in general terms such as tool steel, heavy hardware, machine tools, etc.)

If you are manufacturers, what are your principal products? Floor Scrubbing and
Polishing Machines, Floor Grinding Machines,
Floor Sandpapering Machines

In manufacturing the above products, do you operate the following? (Please check those you operate, and to save you have more than one shop in any one of the various classifications, please indicate the numbers.)

Mine

Blow Furnace
Puddling Furnace
Bessemer Furnace
Open Hearth Furnace
Crucible Furnace
Electric Furnace
Rolling Mill
(a) Iron or Steel
(b) Brass or Copper
Fabricating Shop ✓

Foundry

(a) Grey Iron ✓
(b) Steel ✓
(c) Malleable ✓
(d) Non-ferrous ✓
Pattern Shop ✓
Machine Shop ✓
Automatic Machining Dept. ✓
Stamping or Drawing Dept. ✓
Heat Treating or Annealing Dept. ✓
Forge Shop ✓
Tool Room ✓

(UV:R)

Reverse side of questionnaire asks for information relating to fuel used, power generated, rated power capacity, types of locomotives or tractors used in yard or plant, types of delivery trucks, number of employees, etc.

THESE RECORDS SHOW

That IRON TRADE REVIEW influences every division of the several billion dollar iron, steel, and metal-working market.

That each copy of IRON TRADE

REVIEW is read by an average of three readers.

That major officials and executives—the "decision men" of industry—constitute 92 per cent of IRON TRADE REVIEW readers.

A.B.C. — IRON TRADE REVIEW — A.B.P.
CLEVELAND, OHIO

Three Million Readers!

THE HOUSEHOLD JOURNAL'S rural and small town field represents over 3,000,000 readers, on the basis of 700,000 paid in advance circulation and 4.2 people to the average American family.

This is an undeveloped market for the general publicity advertiser. Every advertisement is a support for the small town dealer. Hundreds of these towns are covered only by mail order publications, only a few of the general media filtering in.

THE HOUSEHOLD JOURNAL, for years a leader of advertising volume in its field, concentrates its 700,000 circulation in the rich middle-western towns and villages.

The HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Adv. Mgr.* - Batavia, Illinois

Chicago Office

Rhodes & Leisenring, *Managers*
Bell Building, 307 Michigan Blvd.
Central 0937

New York Office

A. H. Greener, *Manager*
116 West 39th St.
Room 825

Charter Member of Mail Order Publishers Assn.

First Aid to the Downhearted Salesman

Just Common Sense, It Appears to Be When Analyzed, but Nevertheless
This Sales Director Seems to Have a Way with Him

By James H. Collins

THERE was no doubt about Bill being terribly insulted. His feelings were all ruffled up. He was through with that woman, he said. And that settled it with him. Never again!

"But, Bill—she wants to apologize to you!" said his boss.

"Maybe so, but I know when I've had enough," Bill declared, stoically. "Let somebody else handle that deal. I'm off it for good."

However, even then, you could see that Bill would kind of wander around sometime that afternoon and let the lady tell him she was so sorry. Bill was still barking. But he was also wagging his tail.

Bill's boss had already told me the story.

Bill is a salesman on the staff of the W. Ross Campbell Company, broker in store, factory and office space, Los Angeles. "Nothing but business properties," is the company slogan. And Bill's boss is Ralph Zane, sales director of the company, with an aptitude for rallying the despondent salesman, binding up his wounds, and restoring him to the busy world, a bigger and better producer of signed contracts.

The story was this:

Bill had, among his customers, a woman with a growing business who needed larger quarters. She had set her heart on a certain building. But she couldn't use all of it, and the owner was reluctant to divide space. Bill had promised to see what could be done, and was to report to her on a certain day. The negotiations were difficult, and he came around several days late, with a modified proposition. The woman had that building clearly visualized. She saw her business established there. The picture filled her mind. She jumped to the conclusion that Bill was dally-

ing, and the owner's proposition blurred her picture of things as she wanted them. So when Bill finally showed up she was mad clear through, and "bawled him out," as the highbrows say. She exploded right in Bill's face, and sent him back to the office so gloomy and angry that the boss told him to run along, work on another deal, and forget it. After Bill had gone, Zane called up the lady, made her see that Bill had done his best, and really had got a liberal concession from the owner, and made her sorry. She was ready to ask Bill's pardon and sign on the dotted line.

"But here!" I objected, when Zane told me the story. "You had an easy job. The lady blew off steam with Bill. When you came along with your explanation, you had the advantage of that."

"I know it," Zane admitted, with a grin, "but she was still pretty mad when I began talking to her."

Zane has no private office. He sits at a desk at the end of a long row of salesmen's desks, with no pushbuttons, no girl to ask what you want to see him about. I suppose his desk cost the company about \$40. It is like the salesmen's desks—maybe an inch wider. Lately he has been thinking of conferring upon himself the distinction of a \$40 desk all to himself, and dividing the other desks so that one will do for two or three salesmen. This won't make any great difference, however, for the salesmen are seldom at their desks—they're out on the job most of the time. Zane is out on their jobs a good part of the day, too, but when he's in the office you simply walk back and say, "Hello, Zane," and that's all there is to it.

To say that Zane runs a suicide

bureau for despondent salesmen would be putting it a little too strong. His men are by no means lame ducks, as you will see. But selling business space in Los Angeles these days is decidedly discouraging, because many people in that buoyant town imagine that times are bad. The fact is, that for nearly thirty years Los Angeles had such times as were never known, a period of constant expansion, on outside money from a magic purse. Today, times are about normal. They would be counted brisk in many other places. But by contrast they seem bad, and that's a disheartening element in selling business space.

ONE HUNDRED AND TWENTY-FIVE
CALLS ON ONE PROSPECT

Again, Zane's salesmen frequently work six months without closing a deal, and as they all work on commission, there isn't a penny coming in during such a stretch. He showed me a report sheet upon which one fellow had listed every prospect in his territory, with the number of calls made, and topping that list was a prospect whom the salesman had visited just 125 times.

"That's his big deal," explained Zane. "He's been working on it over a year, and may call 100 times more, but one of these days he'll close, and it will be worth all his work and waiting."

If that were the only obstacle to be overcome in this particular kind of selling, it would involve the danger of downheartedness at times. Even the cheerful fellow, caught off guard by sickness, or family worries, or some other of the common blue imps, might sour on his work and his job at times and need treatment. But that isn't half of it.

Before a salesman is taken on by this company, he must have means for living expenses at least three months, and six months is considered better. Which is virtually \$1,500 ahead if he has a family. Day after day good salesmen are turned away because they cannot finance themselves through this period.

If he is taken on, his apprenticeship is gruelling.

"I used to think that real estate was a game," says Zane. "Something a fellow took up when he couldn't make a go of other things, or while he was waiting to land a real job. But it's a profession. I'm a graduate physician and also a pharmacist, and those professions have nothing on real estate for hard study or exact complex knowledge. You have to go to school to learn real estate, and stay in school as long as you stay with it."

The "set-up" of a piece of business property necessitates answering fully fifty questions, beginning with the location, and winding up with the rent or price asked by the owner. For weeks after beginning, the new salesman does little but gather information for these set-ups. He is assigned territory, and must know every business property in that territory. On a certain corner stands a store. He goes first to the company's files to see if there is anything on record about it—and generally there isn't, because such information ages rapidly, apart from being too cumbersome to carry. Then he sets out to find the owner, often going to the Hall of Records to obtain his name and address. The owner may be in some other city—who is his local representative? The size of the building, the lot, the feet of floor space, the values in that neighborhood, the rents, mortgages, insurance, leases—these are all matters of fact, not guesswork. The salesman must know them so that he will be able to talk to either the owner or a prospective tenant or purchaser. If the owner asks too much rent, he must be able to cite rents in adjoining stores. If the prospective tenant asks about trackage, power, alleys, depth or width of the store, fire protection, or any other easy question, he must have the hard answer on the end of his tongue.

It takes digging, and also diplomacy, and while he is doing this, he is seldom selling, or making commissions.

But he is beginning to get together a nucleus of customers. Practically everybody is a prospec-

Always Buy Coverage !

*In Louisville it's
as simple as A.B.C.*

THE A. B. C. circulation reports plainly show you how to COVER this prosperous, growing city of 400,000 at one economical cost.

over
139,000
daily

over
112,000
Sunday

Leading in every branch of circulation, both daily and Sunday, by practically two to one, The Courier-Journal and The Louisville Times greatly simplify and reduce the cost of COVERAGE in a market abounding in prosperity.

*Live Louisville Continues
Its Phenomenal Growth,
And so do its Biggest and
Best Newspapers!*

The Courier-Journal THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

tive customer for real estate, as buyer or tenant. If not himself a prospect, anybody may tell the salesman about a friend who contemplates moving, leasing, buying or trading.

A REAL QUESTIONNAIRE

However, I'm telling you about what make salesmen leave home, rather than the real estate business. And there's nothing better to clinch that point than Zane's questionnaire for salesmen. The famous questionnaires of Mr. Edison are custard pie in comparison, with thick meringue on top. The purpose, in both quizzes, is to find out what the victim knows in a general way about his job, and among some forty questions in the real estate quiz are the following:

What is a tenant's proposal—an owner's authorization—a net option—a mortgagee's statement? What are tenants in common? When are taxes a lien? What is an escrow—a fee simple—a deed—a trust deed—a conveyance—an easement? What is the penalty for a man misrepresenting facts in realty negotiations? What is meant by community property and separate property? Can a broker legally collect a commission on an oral agreement? Under what conditions can an agent represent both sides in a realty negotiation?

Now, anybody turned loose three months to struggle with detail like this, and pay his own expenses, is more than likely to fall into the dumps sooner or later. Everything going out and nothing coming in, doing detective work to run down owners, and treating them like princelings to get almost confidential information about their properties—ask yourself how you would feel in six weeks.

"I've got a client for a drug store out your way," says the boss tomorrow morning. "Give me a set-up on a corner with at least one car line, at least a block from the nearest competitor."

That may take two days digging and pussyfooting. You must bring facts. And the boss says, "That client found another store."

"After about six weeks of that," I suggested, "the beginner must

despair of ever getting a nibble—doesn't he get skeptical about there being any fish in the pond at all?"

"No—because just about that time we help him land a fish," Zane replied. "Some deal in his territory has progressed to the closing point. Maybe one that has been hanging fire in the office. Or one of his own that we can see is ripening, but he can't. We concentrate him on that deal. If necessary, go out and help him close. He tastes blood. He is not only encouraged, but if the right sort of fellow, he will sit down and analyze it. How did it happen? What made this deal so different from the others on which he seems to get nowhere? What is there in those other deals that is like this one, and which will enable him to close them, too?"

"We had one fellow who got very blue after three months' work. He was a man hired against my own judgment, approaching middle-age, evidently not apt in learning new methods. He was so persistent in asking to be put on, though, that finally we took him, and he worked hard, but at the end of three months had nothing but a lot of set-ups. All that time, remember, he had never received a dollar from us, even for carfare or gasoline. When he became discouraged, we selected one of his prospective deals, told him to forget all the rest, and center on that. He made forty-two calls before he got the contract, but that was a day—oh, boy!"

To pull salesmen together in discouragement, Zane says, one must be "right" himself. When he went to Los Angeles he was sick. Like a good many others in that town, he went with the expectation of spending his few remaining days in pleasant surroundings. But like a good many others, he cheated the undertaker. He was not only sick himself, but there was sickness in his family. For which reason he not only had to pull himself together, but be a comforter to others. His knowledge of medicine led him to study psychology, and from various sources he put together a mental discipline that does the business. It begins as a

Her Baby—

Who is dearer to the young mother than her baby? She it is who carries the burden of responsibility upon her heart at all times for the welfare of her little one.

And all of these mothers, who live in small towns, must have help in meeting the problems of caring for their babies. They eagerly turn each month to People's Home Journal where Marianna Wheeler, from her rich experience as head of the Babies' Hospital in New York, gives them safe and sane advice.



Is it any wonder that these young women love Marianna Wheeler, especially as through her Prospective Mothers' Class and her Young Mothers' Nursery Class, carried on by correspondence, she answers their many personal problems?

Just as it is the underlying purpose of People's Home Journal to give to these young women help in all home-making problems, so bringing happiness to mothers in the care of their children is the inspiration behind Miss Wheeler's work.

PEOPLE'S HOME JOURNAL

PROFITABLE



ESTABLISHED 1851
INCORPORATED 1888
GENERAL OFFICES AND FACTORY
8 SCHOOL STREET
WATERBURY, CONNECTICUT
BOSTON WAREHOUSE
VOSE BUILDING
188 & 190 BAYLTON ST

Vose & Sons Piano Co.
MANUFACTURERS OF PIANOS.

Boston, Mass.

February 18, 1926

The Review of Reviews.
55 Fifth Ave.
New York, N.Y.

Attention Mr. T. P. Shea.

Gentlemen:-

Over seventy-five years ago we started making the Vose piano. We first began to advertise a little over thirty years ago.

At this time we take a great deal of pleasure in advising your company that you were one of the first to print the Vose Ad. and now after all these years we are still with you. Satisfactory dealings for over thirty years is a record both should be proud of, and we trust that these most excellent relations between your house and ours will continue indefinitely.

Yours very truly,

VOSE & SONS PIANO CO.

George A. Vose - Treas.

GAV/MAS.

THE AMERICAN
REVIEW
OF
REVIEWS

THE REVIEW OF REVIEWS
55 Fifth Ave New York
THE REVIEW OF REVIEWS
TWO OF THE

ADVERTISING



ESTABLISHED 1886
J. C. Deagan, Inc.
 OFFICE & FACTORY
 BERTAU & BOWENWOOD AVENUES
 CHICAGO
 January 15, 1926.
 PLEASE ADDRESS YOUR REPLY TO
 J. C. DEAGAN, INC. ATTENTION OF
 C. E. Hadlock.

Mr. Edward P. Healey
 Advertising Mgr. The Golden Book,
 55 Fifth Ave.,
 New York, N.Y.

Dear Sir:-

If a publication proves to be a profitable advertising medium for Memorial Tower Chimes -- which sell for \$6,000.00 to \$12,000.00 a set -- that is pretty good evidence that it has the kind of readers most any advertiser would like to reach. Don't you think so?

We had a rather unusual experience with our first ad in Golden Book. We received a telegraphic inquiry which resulted in a sale before we had received our checking copy of the publication.

Your records will indicate, we believe, that we have used a page in every issue of Golden Book a record held by no other publication outside the religious field.

Yours very truly,
 J. C. DEAGAN, Inc.
 Per C. E. Hadlock

CHH-CB

VIEWS CORP.

New York City

THE GOLDEN BOOK

QUALITY GROUP

The
**Golden
 Book**
 Magazine

sort of setting-up drill the first thing in the morning, for that is the critical time. Morning is the time for starting salesmen right, and so his crowd begins the day with a brief meeting, four mornings in the week, and Monday is the day for a formal noonday meeting of greater length.

The short morning meeting is held for the purpose of starting everybody "right," and has several angles of the utmost interest to anybody managing a sales force. These gatherings are no mere opportunities for the sales manager to lecture on the art of selling. On the contrary, the salesmen do most of the talking. They form a sort of show window, in which each man displays attractive goods for the benefit of other salesmen—deals which are approaching the closing point, for which another man may have a customer or a property. To illustrate, our friend "Bill" may outline the light manufacturing business of his lady customer, and tell what she is seeking in the way of space, and another salesman may have the space—or the contrary. Again, get a group of fellows together, especially the first thing in the morning, and there may be one who isn't up to scratch. He is discouraged, glum. No clairvoyance is needed to sense him. He sags in his seat, pays little attention to what is being described, looks as though he might have been out late the night before.

Zane goes right after that fellow.

"George, have you got a customer for the set-up Jim has just described?" he asks him, abruptly.

"Why—really—I didn't hear all of that set-up," says the down-hearted brother, haltingly, and he should have been listening intently, because the other fellows' set-ups may mean commissions to him.

"Where were you last night?" chaffs the sales director. "What about that Wilshire set-up you were working on last week—have you closed it?"

If it is just a little morning lassitude, George comes up on his toes and talks about the Wilshire set-up. If something has hap-

pened to check that deal and discourage him, a few suggestions may snap him out of it. But very often George is downcast about deeper conditions. Sickiness at home. Money worries. Astonishing how men build themselves up or tear themselves down. We all do it. The project we are wrapped up in goes right, and we say, exultantly, "I'm good, I am—hard to beat me!" But it goes wrong, and our song is, "Aw, what's the use—I never had a chance!"

Money worries are common in such selling, and there are two ways of settling them. One is to go out and help George close a deal and get a commission. The other way is to help him borrow money against his expected commissions.

PERSONAL AID THE BEST

"In the drug business, I found that going to a salesman on the firing line, and helping him close, was worth all the sales letters ever written," Zane says. "But it puts a severe test on the salesman's boss—you can't attempt that and fall down! The salesman would then be more certain than ever that the customer couldn't be closed. With business properties, there is the same test. However, the boss comes to the deal fresh, where the salesman has perhaps grown stale on it. And he usually sees possibilities that escape the fellow who is close to the deal—the outside angle.

"If it isn't feasible to help a man to money in this way, then we advise him to go to his bank, explain his position, show what he expects to earn, and borrow on his note. Our men do this right along. If the bank doesn't feel disposed to lend that way, then we will endorse his note."

This puts the responsibility upon the salesman. But it also safeguards his independence—he has undertaken a straight banking obligation instead of being made debtor to his employer. From the standpoint of the house, the advantages will be obvious to those who know concerns that regularly advance money to salesmen, and have thousands of dollars out-

standing all the time in such loans.

"The salesman we want to keep seldom has difficulty in borrowing from his bank," Zane says.

In California realty transactions there is another resource—the escrow. It sounds like a picked bird, but is really an old legal device which has been adapted to real estate deals by California banks. Florida took it from California during the boom, and it might well be extended to other parts of the country. Very often, when the salesman has secured a clear agreement from both buyer and seller, certain details delay the actual transfer. Title is clouded, some unforeseen condition holds up occupancy—a hundred and one things require negotiation. Without escrow, the salesman might wait weeks for his commission. But when the money and papers are paid in to a bank's escrow department, the salesman can get his commission immediately, because the deal is practically closed. The bank would not accept the escrow if it couldn't be wound up satisfactorily, and the bank's escrow officers attend to all the complexities. When these are straightened out, the money and papers pass. While the deal is in escrow the salesman, seller and buyer turn their attention to other business.

It isn't the novice or the lame duck who gets blue, always. The best men in a sales organization have their despondent days, because they are the high strung fellows, sensitive to setbacks, expending energy in their work, and bound to pay the price of spending energy in reactions upon spirits.

One morning a salesman assured Zane that he was through. Nothing more in the business for him. Guessed he was no good.

"Sit down and tell me about it," suggested the sales director, and heard a story of personal trouble. This man was no novice, nor was he gloomy by nature. Home difficulties had soured him on life.

Psychologists say that, to keep people happy in their work, two simple things are necessary: The work must be interesting to them. And they need change in moderation.

"Harry, you must admit that life has been good to you up to now," reasoned Zane. "You've got health, a splendid wife, two fine kids, money in the bank, property besides. I want you to stop work, go out into the hills today, walk around in the sunshine and fresh air, and stop every ten minutes and say, 'I've certainly had a wonderful time! The world has been good to me. My home is everything a home should be. So far I've been sitting pretty.' Do that, and if you don't come back right tomorrow morning, I'll undertake to lick you."

Which is all of the story.

Zane believes there is no such thing as a good sales letter and says that the sales executive who complains about the difficulty of getting good men can usually show you a file full of letters. He gets out in the salesman's territory. By watching a man's work, it is possible to get a line on his methods, and show him where they can be improved. In the drug business, for illustration, with more than 6 000 separate items, each salesman would concentrate on certain articles, and these would be revealed in his orders.

A STRONG TONIC

Applause is a strong tonic. The word is easily turned into "apple sauce" with a little transposition of letters, but it doesn't mean that in this organization. Instead, it is largely listening. When a fellow has closed a deal, he wants to tell how he did it, magnify the difficulties, and tell how he got around them. The applause is enjoyable and stimulating, but there's more to it than that—while he is telling the story, he is analyzing his own deal finding out how he swung it, and learning how he may swing others. There is always a listener when the fair-haired boy comes home with the bacon, and the listener listens without interruption.

The morning meetings are listening parties for deals in negotiation. Next to bringing in a closing, the greatest satisfaction in this work comes from getting a clean set-up. There are so many facts to be secured, so small an omission

Advertisers who

*"I thought I knew everything about
Chip's helpfulness....and then
I read these amazing letters"*

By an experienced bookkeeper



Call any "Cape" area
number and dial 1



The most amazing success:



Chips - hot water -
suds in a second

story of household soap

Soft, shining hair—LOVELIER than ever
—the more simpler styling that Paris approves



If there isn't a second

The signs upon "Savage" aren't too different either upon primarily for female consumers.

With all signs, these Shattuck are signs go-round in other fashion houses, the message is only a small bit of the sign. It's the little "twists" that have sold us every day now. Shattuck is a completely solid, signed Shattuck.

The signs themselves are signs. The style Shattuck House is the big one for people can make a sign sign. If you're Shattuck House, then the style Shattuck House could be the right style.

Every sign is something, something. Every sign is the same as a sign.

Vacuum Oil Company
Gargyle Mobil
Gargyle Lubricants
for Plant Maintenance
Gargyle Marine
Walter M. Lowmyer
Lowmyer's Chocolates
Seaboard National Bank
Procter & Gamble
Crisco
Ivory Soap
Ivory Soap Flakes
Chippo
P & G—The Winner
Naphtha Soap
Lehigh Portland Cement

Manufacturing Silver
International C
Investment Sec
Tucker Mfg
Mer's Tar
Mer's Liqui
Mer's Char
Gypsum
Plastic
Wiley W
Hardw
Bond,
Stone Cl

THE BLACKMAN
120 West 42nd Street, New York

Whom we work

Chicago, N.Y. 1926



I tell you lots of new, great ways to fry or bake in different pans, vegetables and meats.

Chicago, N.Y. 1926



It's all of them in a matter of minutes. It's the only way to get the most out of your oil. It's the only way to get the most out of your oil. It's the only way to get the most out of your oil.

Chicago, N.Y. 1926



It's all of them in a matter of minutes. It's the only way to get the most out of your oil. It's the only way to get the most out of your oil. It's the only way to get the most out of your oil.

Chicago, N.Y. 1926



It's all of them in a matter of minutes. It's the only way to get the most out of your oil. It's the only way to get the most out of your oil. It's the only way to get the most out of your oil.

Manufacturing Company
ing Silverware
ional City Co.
ment Securities
cker Mfg. Co., Inc.
er's Tar Soap
er's Liquid Shampoo
er's Charm
Gypsum Company
m Plaster Wall Board
nley Works
r-Hardware
Bond, Inc.
lites Cleaners

This plant saved \$26,986
in maintenance charges by changing its lubrication policy



Vacuum Oil Company
The only way to get the most out of your oil.

Farther & Son-partners!



STANLEY TOOLS
THE HOME IMPROVEMENT KING

COMPANY-Advertising
New York
MAGAZINE
NEWSPAPER
OUTDOOR
STREET CAR

will hinder the deal, that the salesman able to explain a puncture-proof proposition gets a professional appreciation from his co-workers. "We have the facts" is a house slogan. Therefore, the salesman must have them. And it is in assembling the facts that a great deal of potential disappointment and gloom are discounted in advance.

"Salesmen can chase rainbows," says Zane. "They may get a complete set-up on a piece of property that the owner holds at too high a figure. It can't be rented or sold at that figure. They may find a customer who is qualified for every requirement in the deal except the most important—financial rating. Salesmen make obstacles, and then wear themselves out trying to surmount them. They let the seller expect too high a price, instead of using their knowledge of similar property to bring him down to reasonable terms. They lead the buyer to anticipate a bargain which cannot be delivered. Remembering that a satisfactory deal must be fair and profitable to both parties, and that the salesman and house do their best business with satisfied clients—see what a barrier the salesman has erected for himself on both sides of the deal, in such circumstances! He's between the devil and the deep sea."

On Mondays, instead of the morning meeting, there is a longer and somewhat more formal session at noon, during which salesmen talk at greater length about their deals. This is for the purpose of letting them learn to talk on their feet to gatherings of men. For it happens, again and again, in this business, that the salesman is asked to appear before a board of directors, or the officers of an association, or a conference gathering, and explain the details of a deal that has been closed, virtually, up to that point, by private negotiation.

"It will be necessary for you to present this proposition to our directors," says the customer, after preliminaries have been arranged. That is his final word. It is all right so far as he is concerned.

But it reopens the whole deal for the salesman, and brings a shiver of dread if he is not accustomed to talking on his feet to a group.

A group of hard-headed businessmen, sitting in judgment on a deal that may involve \$100,000 in real estate over a considerable term of years isn't exactly a noonday lunch-club audience. There is no introduction by a toastmaster who jogs down beforehand all the nice things the speaker wishes to say about himself, and makes a flower introduction. There is no applause. There is seldom even a welcome, for that kind of audience is watching to see that the salesman doesn't put anything over. There is strong business caution in such gatherings. There are men who take the occasion to display their own shrewdness. There may be more than one fellow who, while not opposed to the deal, is hostile to the officer who has carried it thus far privately. There may be anything waiting for the salesman. He may be a wizard at ordinary selling, but come to grief if he doesn't understand this method. It is something that can only be acquired by practice, and the Monday meetings are Zane's training school for such work.

And believe me! they are not pink teas!

To sum it all up, I guess Zane deals with sales despondency by two simple devices: If the salesman gets in, he gets him out. But if training, work and actual help will do the business, he doesn't let him get in.

Sales of Kresge Department Stores Gain

The net sales of the Kresge Department Stores, Inc., chain store operator, amounted to \$4,632,554 in the six months ended July 31, 1926. This compares with \$4,212,288 in the same period last year. Net profit, before taxes, for the first half of 1926, was \$70,745, against \$36,851 for the first half of 1925.

"The Outlook" Appoints Western Representative

F. E. M. Cole, Inc., publishers' representative, has been appointed Western representative of *The Outlook*, New York, succeeding James Bedell, resigned.

If You Sell the Retailer His Store Equipment

Even Though That Equipment Cannot Be Classed as a Specialty, Advertising May Be Used with Profit

By H. E. Pettingill

MOST discussions on "selling the retailer" are concerned with advertising and salesmanship that get goods into the retailer's hands for resale. Yet everything is much discussed retailer buys is not bought for resale. Considered in the aggregate he represents a great market for goods that he does not resell. The sale of such goods to him represents a subject on which not much has been said.

It would probably be taken for granted that almost all of the material a retailer uses in equipping his store, with the exception of what might be called specialties, such as adding machines and cash registers, could be sold only by personal salesmanship. Adding machines and cash registers need a reputation, and it takes advertising to give them a reputation, so they will be acknowledged that they must be advertised. As for the other things, such as counters, display cases, fixtures, refrigerators, store signs, soda fountains, etc., it will probably be said: Nothing but personal salesmanship can do the job."

There is, however, a distinct advertising job to be done in selling equipment to retailers.

A sixty-five-year-old manufacturing organization selling refrigerators, store fixtures, refrigerator display cases and other supplies to butchers—the Bernard Gloekler Company of Pittsburgh—provides a case in point.

This company in its advertising to retailers of meats, tells them that "The successful market is the complete market." It has diagrammed and blue-printed six model complete markets. Around a description in words, pictures and diagrams it has built a direct-mail campaign designed to stimulate the butcher's interest in better

market equipment. In back of this advertising is a service department that will draw up an individual plan for any butcher on request at no cost to the butcher and without placing him under obligation to buy.

In addition to that service, the company maintains at its home office a display of its model markets which it continually invites retail butchers to study and inspect.

This idea of selling the butcher new equipment on a pride, profit and sanitation appeal is only one phase of this company's advertising. It is not allowed to carry the whole burden of getting orders. There are two other parts to this campaign. This advertiser carries on a letter campaign into which it packs ideas in story form on how a butcher can increase his profits. A brief letter, sent out a few days ago, on "How to Make Sausage," is a good example of this phase of its campaign. It started off by telling of an actual instance of a retailer's success in the following manner:

In New York City, some years ago a man started to make his own sausage. He made it at night and peddled it during the day. Last week, his heirs sold the business for \$8,000,000.

Sausage was the "bread and butter" of his business. It brought customers to him, to whom he later sold his entire line. Many retail butchers today are cashing in on the same idea.

Then it told the retailer what this story meant to him, by saying:

You, too, can make a nice extra profit by turning your trimmings, pork shoulders, butts and ends of fresh hams, into home-made sausage. You can get thirty-five cents a pound for it. Is it worth while?

Next it became specific by giving the following recipe:

Here is an old-fashioned recipe:
Take two-thirds of lean and one-third

of fat meat; chop together fine by running through a chopper. For every 100 pounds of meat use three-quarter pound of Gloekler Sausage Seasoning. If you are making a smaller quantity use seasoning in proportion. Add salt to suit taste. Mix very thoroughly and make into large loaf. Place on porcelain enamel tray in your display case or on your counter.

Finally, it put in its sales point for the advertiser by saying:

You will find all the needed sausage-making supplies and spices listed in this catalog. We shall be glad to help you get this extra profit out of your business.

The catalog mentioned in the closing paragraph of the letter represents the third phase of the company's advertising. It is advertising that does selling, for it gathers in emergency orders. An order blank, which when folded in a simple and obvious manner, becomes a sealed envelope, accompanies each catalog. Every order is acknowledged and every acknowledgment is accompanied by a new order blank.

All of this advertising effort, as we have already said, and will now explain, is tied up with personal salesmanship.

The company's catalog, for example, is carried by every salesman not only for reference purposes but as a sure topic of conversation with a prospect, and as a business stimulator when talking with an old customer. The salesman usually finds it a natural and easy thing to get a prospect or an old customer to thumb through the catalog with him.

Each piece of direct-mail matter sent out by this company carries a reply device of some sort or another. Everything that can possibly be done to get the prospect or customer to return that reply is done, even to the point of filling in his name and address.

When the reply comes in, it is immediately acknowledged by a dictated letter. The company's sales representatives in the field covering the territory from which the inquiry came, is sent a carbon copy of the letter going to the prospect.

Those carbons of letters go to the salesman no matter whether

the inquiry is from an old customer or an entirely new prospect. The salesman decides whether or not to call and at what time to call, according to his own information and to the information gained from the copy of the letter sent the inquiring butcher. He reports back to the office on his decision or action. If he calls, he tells of the call and also fixes a date when he will call again. From such reports, the company prepares a master record of each salesman's territory. In the meantime each inquirer is followed up from the home office. The salesman, in every case, continues to be kept fully informed by carbon copies of what is going on.

J. B. Rodgers, the advertising manager of the company, says that this close tie-up of salesmen with the advertising work enables him to discuss actual cases instead of generalities with each salesman. "When any salesman comes into the office," he says, "we can sit down and talk intelligently about this or that prospect; . . . make an analysis as to whether or not a salesman is making too many calls or whether he is spending too much time with too few prospects or whether he is neglecting entirely some of the prospects in his field."

This record of the manner in which the Gloekler company ties together advertising effort and personal salesmanship in selling equipment material to retailers is offered as proof that manufacturers of such products do not have to rely on personal salesmanship alone. An interesting and final observation that should be offered is that the Gloekler company has done this job in a manner which is not overloaded with a lot of top-heavy system.

Becomes The Kotex Company

The name of the Cellucotton Products Company, Neenah, Wis., has been changed to The Kotex Company. This change was made to identify the company more closely with the good-will which its national advertising has created for its trade-marked product Kotex.

How many people make a city?

(You may not agree with the Census Bureau!)

How many people make a city?

You would probably say, 25,000 or more.

The U. S. Census Bureau says 2,500 or more.

There are, according to the latest census, 14,225 towns in the United States with less than 5,000 population. There are 1,320 with between 2,500 and 5,000—comprising 12% of the entire population of the country.

All of these 1320, according to the Census classifications, are "urban" population.

When you map out your advertising campaigns, the population figures upon which you base your estimates and schedules are probably taken from the census reports. And you accept as "urban" a vast amount of small town population—merely because of this peculiar custom of the U. S. Census Bureau.

And, obviously, if you choose publications which cover the *actual* urban field, believing that they also cover the small town field which the Census Bureau *calls* urban, you are making a serious mistake.

Considerably more than half of the entire population of the United States is in the *actual* small town and rural field.

This rich and fruitful field is NOT covered by urban mediums. It is adequately covered by only ONE medium, The Country Newspaper.

Through The Country Newspaper you can cover this entire field, or any part of it you desire. You can cover it through the medium which receives the most careful, thorough reading of any publication on earth, and produces results far out of proportion to its modest cost.



AMERICAN PRESS ASSOCIATION

Represents 7,213 Country Newspapers—47½ Million Readers

Covers the COUNTRY Intensively

225 West 39th Street, New York City

122 So. Michigan Avenue
CHICAGO

68 West Adams Avenue
DETROIT



Another fact—

More than 55% of the nation's *farm building valuation* is on "Heart States" farms. Yet only one-third of all farms is in this section.

The average value of farm buildings owned by each Successful Farming subscriber is considerably more than \$5,000.00.

SUCCESSFUL

Advertising Offices: Des Moines, New York, Chicago, St. Louis, K

More than a Million each Month

Topping the List

American business men, experienced in developing the farm market, know the importance of circulation that parallels the valuation of farm buildings. They know that it takes a succession of prosperous years to build a farm "production plant" with farm buildings alone valued at \$5,000 and up.

Successful Farming tops their list . . . Again this year, it is the backbone of their farm market campaign. *Why?* Because unusual results and the success of past campaigns warrant it.

Paralleling the farm building valuation line has allocated *Successful Farming's* million circulation. It is therefore concentrated mainly in the "Heart States," the sector acknowledged the greatest producer of farm wealth.

U FARMING

Chicago, Kansas City, Minneapolis, San Francisco

Model Farms in Real Farm Territory

*A direct appeal to real
Business Executives*

*No lost Circulation
and lowest rate
per thousand*

*that's what you get
when you advertise
in*

BUSINESS

**Burroughs Ave. and Second Blvd.
DETROIT**

J. R. HAYES
One Park Ave. Bldg., 1 Park Ave.
New York, N. Y.

C. B. MacGREGOR
Burroughs Ave. and Second Blvd.
Detroit, Mich.

S. D. R. SMITH
426 S. Wabash Ave.
Chicago, Ill.

E. C. WILLIAMS
Market Bldg.
San Francisco, Calif.

Let Your Dealers Write Your Trade Advertising

Putting the Personality of Actual Dealers into Business-Paper Copy

By Don Gridley

A NATIONALLY known sales manager who won his present position by the sheer force of his remarkable selling record recently explained one of the chief reasons for his success as follows:

"Before I'd been on the road very long I found that the average dealer keeps a pretty close eye on the wether—spelled without an 'a.' I found that a good sales argument was to tell Jones of Smithville that our line was going big with Smith of Jonesville. I discovered that it didn't hurt me a bit to point out to the manager of a small department store in northern Pennsylvania that our line was being used as a leader by Gimbel or Bamberger or Marshall Field.

"Still later, I discovered another thing: that the bell wether argument was good not only to get a dealer to stock a line but that it was better to get a dealer to push a line after he had stocked it. If I could show Jones how Smith, by a new selling trick, was pushing our goods out of his store faster than we could push them in, Jones was pretty quick to learn the de'ails of the trick.

"There was nothing new or startling in my discovery that one of the secrets of sales success is to help dealers sell. There is no way that I know of that is quite so successful in doing this job as to lay before the dealer examples of what other dealers have done."

To be trite and axiomatic for the moment: The quality of a product which most appeals to the dealer is its ability to ring the cash register with the pleasant frequency which means more money in the bank.

Because this is true, the type of business paper and other adver-



To bring new faces to the counter

"We HAVE always believed that our interests could best be served by getting behind a superior, nationally advertised product and pushing it," says Mr. Wm. S. Hahn, of the F. & F. Electric Service Co., Inc., Jamestown, N. Y. "The volume we have built up on Eveready Radio Batteries means the success of our effort along this line. Insofar as possible, we have endeavored to tie up our local advertising with the long-up campaigns run by the

National Carbon Co. This, together with the attractive window display material you furnish, and the quality of the product, brings new faces in our counters, and keeps the familiar ones coming too."

Eveready Radio Batteries are profitable items for every electrical shop. Order from your jobber.

Manufactured and patented by:
Harcross, Gammon Co., Inc.
New York San Francisco
Atlanta Chicago Kansas City
Cleveland Portland Omaha St. Paul
Seattle Tacoma

Tuesday night across Eveready Hour
—8 P. M., Eastern Standard Time,
through the following stations:

Wash. Post	Wash. Herald
Wash. Times	Wash. Star
Wash. News	Wash. Evening Star
Wash. Post	Wash. Herald
Wash. Times	Wash. Star
Wash. News	Wash. Evening Star

EVEREADY
Radio Batteries
—they last longer

DEALERS ACT AS COPY WRITERS IN THE CURRENT
EVEREADY BATTERY CAMPAIGN

tising that is likely to carry the greatest appeal to the dealer is the type which tells him an interesting and convincing story of net profits. That is why most wise advertisers play the profit theme and its many variations so consistently in their advertising to

dealers. It is with one of these variations that this article deals.

A recent Allen-A hosiery advertisement carried a dealer's dozen of letters. The letters were written by retailers in Houston, Cincinnati, Savannah, Toledo, Kansas City, Baltimore and a half dozen other cities scattered about the country. Of some of the letters about all that was visible was the letterhead. Others were reproduced in full. However, put together they formed a border that carried itself around two sides of the advertisement.

Each letter was written by some dealer to the company telling of the profits in the Allen-A line. Where the greater part of a letter was concealed, enough of it was visible to show that it reflected the tinkle of change in the cash box.

The copy didn't mention those letters. It didn't need to. It spent its time talking about the growing importance of a \$1 price in women's pure silk hose. The third paragraph mentioned the fact that last year more than 1,800 dealers broke all previous sales records by cashing in on the Allen-A special merchandising idea.

In another business paper there was an advertisement for Premier Duplex vacuum cleaners. The heading was "Premier Duplex Wins Again" and almost an entire page was devoted to a facsimile letter written by the vice-president of the Adirondack Power and Light Company, Schenectady, N. Y. This letter told how the power company recently sold 396 Premier Duplex cleaners in twenty-six days. Then there was the following paragraph, ringed in red:

As you know, we have sold several thousand Premier Duplex cleaners during the past two-and-one-half years. We feel that the satisfaction of these cleaners in the hands of our customers has contributed in no small measure to the continued success of our sales.

Getting away from facsimile letters for a minute, let's turn to a National Lead advertisement. It is headed "The Inquiring Dutch Boy—each month he asks two dealers a question" and below the

heading is the question, "In what ways do you benefit by the rapid turnover of Dutch Boy white-lead?" Following this are the replies of two representative dealers, one in New York City, the other in Galveston, Tex., and they answer the question in a thoroughly satisfactory manner. The company appends two paragraphs of selling moral and that's the advertisement.

A Stutz advertisement prints a letter from a Stutz dealer in Denver. This letter enthusiastically recounts the experience of the dealer in selling the new Stutz. The company chooses a phrase, "Free service item surprisingly low; best mountain car on the market" for the headline and follows with three paragraphs of copy to back up the letter. The dealer wrote the advertisement—not the company.

Those four examples show how the dealer testimonial idea can be varied as follows:

1. A number of facsimile letters from successful dealers—with or without lengthy company copy.
2. One effective facsimile letter—with or without other copy.
3. Several quoted letters—with or without copy.
4. One quoted letter—with or without copy.

Note, however, that whether the company wrote much copy or not, the dealers were the real copy writers.

The next variation on this testimonial theme is the use of pictures, pictures of dealers, of their stores, of window displays, used sometimes with quotations from letters, sometimes without any quotations whatever.

Formerly, it was sufficient if an advertiser showed an illustration of a genial member of the common people attired in a cloth apron standing behind a counter above which was a large sign. "Thousands of dollars in extra profits." Today, dealers are interested in how many thousands of dollars and who made them.

A typical example of advertising with a good dealer appeal is a recent double-page spread for Goodrich tires. On one page is a

large picture of a real dealer, Lester S. Fortnum, Bridgeboro, N. J. On the facing page are pictures of Mr. Fortnum's two shops, one in Bridgeboro and the other in Palmyra, N. J. The heading is "\$1,000 a week in tires" and five paragraphs of the copy are a direct quotation from a letter written by Mr. Fortnum. The company copy explains something about this dealer's business and draws a moral. To all intents and purposes, however, the advertisement is written by Mr. Fortnum.

This example is so typical that no others are needed to describe this kind of copy. Sometimes it is a picture of the dealer alone, sometimes it is a picture of his store. Always, however, the best kind of copy shows the dealer and lets him tell his story quite specifically. The advertisement deals with not just "a typical dealer" and "hundreds of dollars" but with one, named dealer and with actual money. Such advertising has a ring of sincerity and says, "What this dealer did, you can do if you have the right product and apply the right methods."

DEALING WITH LARGE STORES

Where an advertiser is dealing, in his copy, with large stores he has two choices. He can show a picture of a merchandise manager or a buyer and quote from a letter, or he can show a picture of the store. The former is the better method but it is often very difficult to get a buyer to endorse a product because of store policies. Therefore, the advertiser usually falls back on a picture of the store, the mere fact that the store, nationally known, carries the line being a good argument to get other and smaller dealers to follow the bell wether.

The 1900 Washer Company recently ran an advertisement which typifies still another variation of the dealer-store idea. This showed the interior of the store of J. P. Zeigler, a Cleveland dealer, who sells the company's washers. In the foreground were several washers and grouped around them was the dealer's sales force. The heading was a quotation from a

letter signed by Mr. Zeigler, saying: "I am selling 500 per cent more machines than last year" and in another paragraph was another quotation. "I have the largest active sales force in Cleveland."

This form of advertising is good because it shows, not only the type of stores that are getting successful results with a product, but also the kind of salesmen that such a product attracts.

A third variation of the dealer-store idea is to show pictures of window and counter displays. Three different Eveready flashlight and battery advertisements show how one company can work different changes on the idea.

The first shows a picture of Sanger Brother's department store in Dallas, Tex., and, in an inset, a picture of the store's flashlight department. The copy is made up largely of testimonial material furnished by the store.

The second shows a window display in the store of the F. & F. Electric Service Co., Inc., Jamestown, N. Y. with an inset picture of William S. Hake of that store. The copy quotes Mr. Hake at length.

The third shows just a window display but quotes at length A. H. Bunselmeier of the Bunselmeier Hardware Co., Cincinnati, Ohio.

Such advertising serves several purposes. First, it brings out the testimonial idea. Second, it shows how the dealers who are quoted are actually using the product as a basis of display. Third, it pictures model displays that other dealers can use as patterns for their own displays.

It would be possible to cite a number of other examples but those already cited show the major variations that are rung on the testimonial theme.

The question now arises: "What kind of copy should be used in such advertising?"

First, the copy, if possible should contain direct quotations. These may consist of entire letters or of parts of letters, but they should be in the dealer's own words. One paragraph of testimonial material from a dealer is worth a great many words of copy

written by the company. The quotation means dealer language and dealer appeal.

Second, the copy should be full of facts. Dealers are interested in facts and their interest should be pampered. Facts make a far greater appeal than generalities, particularly where the facts are so specific as they ordinarily are in such advertising.

Third, where there is company copy, and usually the company does step in for a few words, this should be used to enforce the moral of the dealer's testimonial. One thing the advertiser should guard against and that is an effort to go the dealer one better. "Here is what one dealer has done. You can do the same or even better" is all right. But "Here is what one dealer has done. You can beat his record easily" is another horse.

There is nothing particularly new about getting the dealer to write copy. It has been done, in one way or another, for a number of years. Today, however, it has become so general that the advertiser who wishes to make his copy stand out must be sure that he is making maximum use of the idea. The advertisers who have been cited in this article are all doing a good job. The variety of methods used by them offers a demonstration of the fact that the dealer-testimonial idea need never be monotonous nor need it ever strain for effect. Any advertiser who manufactures a good product can get testimonials. Comparatively few, however, know how to get the most out of the testimonials that they have received.

Leaves Springfield, Mass., Service

H. A. Gamelin, founder of the Gamelin Advertising Service, Springfield, Mass., has resigned from that organization but retains his financial interest in the business.

L. B. Rapp Has Own Business

Lester B. Rapp, formerly advertising manager of the Utz & Dunn Company, Rochester, N. Y., has started a general advertising business at Rochester.

Chain Stores Advertise a Change in Front

When the Fisher Bros. Co., Cleveland, decided to paint its chain of 288 grocery stores green, it informed the public of the change in newspaper advertising.

"We're painting them green" is the heading of one advertisement, which carries an illustration showing one of the stores being painted. A can of paint, labeled "Green" is spilling its contents down the page to the top of a Fisher Bros. truck, which also has several painters working on it.

The text is divided into three paragraphs, headed "Appropriate!", "Distinctive!" and "Beautiful!" These give the reasons for the selection of the color green. One is that green is symbolic of freshness and another that red, the color formerly used, has become used too extensively.

In a box it is stated that its trucks, too, about sixty in number, are being treated with a new coat of Fisher-green to remind the public that "It's Fresher at Fisher's."

W. J. La Croix Returns to Nelson Chesman Agency

Wilfred J. La Croix has joined the copy and plan department of Nelson Chesman & Company, Inc., St. Louis advertising agency. He was recently advertising manager of the Ovelmo Company, Fort Wayne, Ind. Mr. La Croix formerly was with the Chicago and Cleveland offices of the Chesman agency.

Brummett and MacNeill Advanced by Hewes & Potter

John L. Brummett, sales manager of Hewes & Potter, Boston, makers of Spur Ties, Bull Dog Belts, etc., has been made general manager. J. K. MacNeill, assistant sales manager, succeeds Mr. Brummett as sales manager. The company's advertising will continue to be directed by Mr. Brummett.

Radio Account for Minneapolis Agency

The advertising account of the Bonner Electric Company, Minneapolis manufacturer of radio equipment, has been placed with W. Warren Anderson, Minneapolis advertising agency. Business papers and direct mail will be used in a campaign now being planned.

A. Manville Waples Dead

A. Manville Waples, head of the copy department of the Massengale Advertising Agency, Atlanta, Ga., died in that city recently. At one time he conducted his own agency at Atlanta. Mr. Waples had previously been vice-president and treasurer of the Geo. W. Ford Company, former Atlanta advertising agency.

The Penalty of Imitation

It Does Not Always Follow That the Advertising of Your Competitor Is the Sort of Advertising You Should Do

By D. Morris-Jones

IN advertising, one man's antidote is more than likely to be another man's poison.

Just because your competitor is running half pages across, to tell the public that he makes the best ear warmers, is no reason *per se*, why you should burst forth in an orgy of half pages horizontal, to say "me too."

It is one thing to watch and study your competitor's advertising; it is something else again to come to the decision that he has discovered the way to success. The chances are mighty good that he is watching the advertising you do, and is filled with misgivings and doubts about his own.

If you are a manufacturer of neckties, let us say, and your own mind or that of your designer, has thought out some new dido whereby you can guarantee that the neckband will always be flat and unruffled and firm and that it will slide in the collar without pulling and tugging, it is natural that you should get your advertising man on the job and tell the wide world about it. Maybe he creates a brand new type of advertising; maybe it is a long single column; maybe he hits upon a slogan like "It Slides But Never Slips," maybe he does any one or more of a score of things to enable you to present your improved necktie in a new way, a fresh way, in a manner that surrounds your improvement on an old type of product with all the romance of Something New.

Let us assume that what the advertising man works out for you in the way of ideas and their presentation results in establishing your necktie in popular favor. What happens? You may or may not realize it, but every other necktie manufacturer in the business, who competes with you, knits his brows and starts things moving in his own shop. Your necktie is

dissected; its construction is analyzed. Then, if your advertising campaign continues merrily on its way, your competitors may decide that that is the answer. They do not think so much of your Sliding Neckband in itself; but they are interested in the way you are telling the public all about it.

Now what? Why, likely as not, before you are fairly embarked on your advertising campaign, another fellow comes out with advertising as nearly like yours as the laws of business decency and the handicapped ethics of some harried advertising man will permit him to create.

NO SENSATIONAL RESULTS

But he does not notice any sensational results. Even if he has created a slogan that he thinks is an improvement on yours, something to the effect that "The Bozo Tie Never Slides, Slips or Skids—it GLIDES"; even if he has as good or a better necktie than yours; even if he follows your style and layout as closely as his conscience will permit, the chances are that his campaign will fall more or less flat.

The answer? Well, there are a lot of reasons why advertising campaigns succeed or fail. Let us assume that the imitation campaign is every bit as good in physical appearance; that it is well written; that it has strong headlines; in short that it is good advertising in its creation. And let us add to that the probability that the product is just as good. Why, then, is the one campaign likely to be a success, and the copy-cat campaign in a splendid position to fall down?

The original campaign got the jump. It established a style. It established a name and a prestige, based on a good product. It told a different story about neckties; it introduced something new; it

offered the man in the street freedom from one of the greatest vexations of neckties; and it made him believe that this one necktie above all others solved his problem for him. Then, he sees other necktie advertising talking about the same thing, in so far as he is concerned. It is so closely allied in appearance and claim and assertion with what his eye has been noting that he does not recognize it as something different, so he keeps right on asking for and buying the necktie that slides and does not slip, and he has a very firmly fixed impression in his mind that the tie that glides is the same tie that slides.

The lucky advertiser whose competitor "follows the leader" gets most of the benefit of that competitor's advertising. He is sitting pretty. He was first on the ground. He reaps the benefit of his own advertising and he cashes-in on what his fellow advertiser comes along later and does.

It is all right to study your competitor's advertising. It is good judgment to analyze and dissect it, and try to find out just what it is that makes the wheels go round. That is good business. But experience, bitterly gained in many cases, has shown other advertisers that just because Bill puts his story over in one way, is no reason at all to suppose that Jack can come along with an almost identical product and think he can step in the footprints that Bill has made along the advertising path.

There are enough brains and ability in the advertising world for every advertiser to get advertising that will fit his product especially, that does not have to imitate or copy what the other fellow is doing. To be sure, there probably will be a family resemblance, but let it end there. The brothers and sisters in a family all belong to the same clan, but they are different enough so that the neighbors can tell them apart. In the case of twins who are so closely alike that mother has to look to see whose ears were washed last to distinguish Freddie from Frankie,

usually it is the one who gets up first who has the pick of the wardrobe. And if you know anything about twins, you know that one of the set is always a better student, a better dresser, has a better personality, more style, and more pep than the other.

No advertiser wants to be a poor twin. Let the other fellow "follow" if he wants to. For yourself, when you have something to advertise, do not worry about what your competitor is doing. He may be right, and he is just as likely to be wrong. He may think what you are doing is the one real way to do it, all the time you are concerning yourself in tagging along on the axle of the band wagon.

Advertising is too rich in brains to make it necessary or desirable to try and copy the other fellow's style. If you have something to sell, and it is salable, you can find an advertising man or group of men who can show you how to do it in the way it should be done; in a way that will be individual to you and your product, and by the same token, sound, logical and businesslike.

Let somebody else be the tail to the kite.

Hosiery Manufacturers to Mark Imperfect Goods

A movement among hosiery manufacturers, started by the National Better Business Bureau, to have all imperfect hosiery marked and advertised as such, has resulted in the term "imperfect" being adopted by the Bureau and a number of the makers, to designate such merchandise. Manufacturers of about 75 per cent of the total production of women's full fashioned silk hosiery and more than 50 per cent of circular knit silk hosiery makers, took part in the movement.

E. M. Frink with Houston "Press"

E. M. Frink, recently with the Lansing, Mich., *State Journal*, has joined the Houston, Tex., *Press* as classified advertising manager. He formerly was with the Lansing *Capital News*.

With Syracuse Agency

Walter Mann has joined the Z. L. Potter Company, Syracuse, N. Y., advertising agency, as director of merchandising research.

Scripps Howard Growth

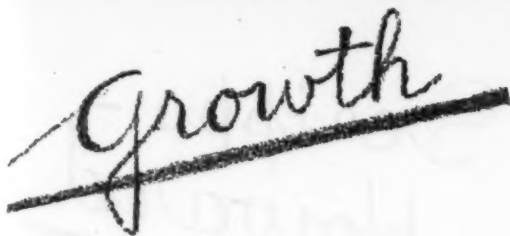
TWENTY-FIVE pages of advertising are all too limited to portray the spectacular and mighty growth of the Scripps-Howard newspapers. In circulation—in lineage—in prestige—in editorial character and influence—these newspapers each year go forward to still greater eminence.

The Scripps-Howard editorial policy is tolerant, liberal, sane. There are no entangling alliances. These newspapers are free to interpret the real spirit of America and to keep that spirit virile and vivid so that it may be more preciousy cherished.

Scripps -
Howard

227,856 Breaking all records for daily newspapers in the State of Ohio, the *Cleveland Press* now has 227,856 average daily circulation. A gain of 5,219 in *six* months, a gain of 16,646 in *twelve* months, a gain of 26,492 in *eighteen* months.

Never in the history of Cleveland has any other newspaper had a daily circulation to compare with this, never have advertisers had so powerful a selling force.



IN Greater Cleveland alone the *Press* now has a daily circulation of 183,759—a coverage of one newspaper to every English-reading family in the city.

Truly, “the *Press* is the first advertising buy in Cleveland.”

Cleveland Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps -
Howard

THE Pittsburgh *Press*, giant of the newspaper world, now has 187,497 daily circulation and 244,365 Sunday circulation. Daily gain 5,613. Sunday gain 10,987.

More daily circulation in Pittsburgh than other two evening papers combined; more Sunday circulation in Pittsburgh than other two Sunday papers combined. *First in everything!*

Pittsburgh Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Toledo *News-Bee* now has a total circulation of 97,070—an increase of nearly 10,000 during the past 12 months. An ever increasing, ever responsive reader following recognizes the *News-Bee* as the best newspaper in the Toledo territory.

Toledo News-Bee

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps -
Howard

THE Cincinnati *Post* now has a total circulation of 205,359. During the past two years there has been a notable change in the Cincinnati situation; the city-and-suburban circulation of *The Post* has increased 29,182 and the total circulation has increased 43,286, thus recording a tremendous swing to *The Post*.

Cincinnati Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE *Kentucky Post* now has a daily circulation of 27,469 and a Sunday circulation of 19,080. This is a daily gain of 3,190 and a Sunday gain of 2,999. The Sunday *Kentucky Post* is the only Sunday newspaper in northern Kentucky. The *Post* blankets Kenton and Campbell counties, including the city of Covington — Latonia, Newport, Dayton, Bellevue, Ludlow and other cities and towns.

Kentucky Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps -
Howard

THE Youngstown *Telegram* passes another mile-post in its steady and substantial circulation progress with a new total of 35,014. Again the *Telegram* affirms its leadership in the rich Youngstown market with a gain over last year of 2,492.

Youngstown Telegram

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Akron *Times-Press* announces a total circulation of 47,228, a gain of 3,953 for the twelve months. Typical of the prestige and power of the *Times-Press* is its exclusive management of Akron's first Radio Show which attracted 30,000 paid admissions.

Akron Times-Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps-
Howard

THE Columbus *Citizen* holds first place in daily net paid city circulation and this dominant position has brought increasing recognition from advertisers, resulting in the record gain for the first 9 months of 1926 of more than 1,000,000 lines of advertising. The *Citizen's* total circulation is now 87,651, a gain of 6,212 for the year.

Columbus Citizen

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Indianapolis *Times* announces a new total circulation of 60,003, the largest circulation in its history. The *Times* is the only Indianapolis newspaper to achieve a gain in local advertising during the first nine months of 1926. The *Times* is *necessary* in every plan to cover Indianapolis.

Indianapolis Times

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps -
Howard

THE San Francisco *News* now has 72,787 total net paid circulation—a gain of 7,692 over the Government statement a year ago. In the historic Mission district, which contains 50% of San Francisco's population and 41% of her 2,126 grocery outlets, the dominance of the *News* is outstanding and important. During August, The *News* led all San Francisco papers in local food lineage, carrying nearly 3 times as much as the Bulletin.

San Francisco News

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE San Diego *Sun*, premier newspaper in the wealthy San Diego territory, announces a new total circulation of 19,309.

The *Sun*, alone, provides ample coverage of San Diego's well-to-do and cultured families and through the *Sun* the advertiser may secure this home contact economically and therefore profitably.

San Diego Sun

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps -
Howard

THE Oklahoma *News* with a total circulation of 42,195 for the six month period ending October 1, more strongly than ever qualifies for *exclusive* listing in the Oklahoma City market. The *News alone* thoroughly covers the territory at one low cost, avoiding the high rate and duplication of "combination" advertising.

Oklahoma News

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE *Houston Press* announces a total circulation of 35,383 sworn Government statement for the six month period ending October first—a gain of 4,881 over last year. To cover the Houston trading territory, the *Press* is indispensable. *Press* circulation is productive circulation—concentrated in Houston and environs.

Houston Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps -
Howard

THE Albuquerque *State Tribune* with a new total circulation of 10,750 again emphasizes its leadership in New Mexico, having more than double the circulation of any other New Mexico newspaper. The *Tribune* is strongly dominant in every division of circulation and advertising and ALONE gives adequate state coverage.

Albuquerque State Tribune

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Fort Worth *Press*, after having led all Texas papers in advertising gains during 1925, records a gain during the first 9 months of 1926 of 1,741,292 lines—*larger than the 12 months' gain of 1925!* Circulation for the six months ending October first is 24,834 a gain of 6,918. Fort Worth, a key city, cannot be covered without the *Press*.

Fort Worth Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps -
Howard

THE El Paso *Post* has the largest city circulation ever attained by any El Paso newspaper.

For the six month period ending October 1, 1926 the total circulation of the *Post* was 14,010 which is a gain of 30% over the corresponding period of last year.

El Paso Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE *Memphis Press* announces a gain of 2,329 over its sworn Government statement of a year ago, total net paid circulation for the present six month period being 46,578.

For years, The *Press* has enjoyed the largest circulation in Memphis and year after year its steady growth continues. Memphis cannot be covered without the *Press*.

Memphis Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps-
Howard

THE Baltimore *Post* on its sworn Government statement covering the six month period ending October 1, 1926 announces a gain of 2,530 and a new total circulation of 113,725.

The *Post* is more than a newspaper—it is a Baltimore institution on intimate terms with its readers. It is the Attorney at Large for all the people.

Baltimore Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Washington News announces a total circulation of 70,781 for the six months ending October first—a gain of 8,507. During the first eight months, The Daily News gained more than 600,000 lines of advertising. The News is read “from the decks of the Mayflower to Chevy Chase.” It is Washington’s bright, sparkling five-column newspaper—the most interesting paper published at the nation’s capital.

Washington News

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps -
Howard

THE Birmingham *Post*, through its rapid growth, has completely changed the newspaper situation in Birmingham. The total circulation of The *Post* is now 52,484. The *Post* is absolutely essential to provide adequate coverage of the 101,000 families in Birmingham's city circulation area. *Post* circulation gain over the October 1925 Government statement is 6,491

Birmingham Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Knoxville *News* again (and as usual) makes a substantial circulation gain, and announces a new total circulation of 16,865.

First in city circulation, first in department store advertising, the *News* repeatedly demonstrates its superior strength as a medium and its prestige and power as a newspaper.

Knoxville News

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps-
Howard

THE *Terre Haute Post*, with a new total circulation of 19,214 more than ever becomes essential for profitable coverage of Terre Haute. *Post* gain exceeds 56% and present circulation is the largest in its history. The *Post* is the most satisfactory contact with Terre Haute families.

Terre Haute Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE *Evansville Press* now has a daily circulation of 21,697 and a Sunday circulation of 21,197 which means that 9 out of every 10 homes in Evansville are reached by Evansville's dominant newspaper.

Evansville Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by

Allied Newspapers, Inc., 250 Park Avenue, New York

How to Compensate the Export Salesman

Three Methods of Compensation Are Most Commonly Used

*Washington Bureau
of PRINTERS' INK*

EVEN when American manufactured goods are bought outright by a distributor in a foreign country, a definite selling contract which gives the manufacturer control of sales is advisable, and the terms of remuneration are a most important part of the contract. In fact, regardless of how goods are sold and distributed in foreign countries, there are certain policies regarding the compensation of selling agents which should be carefully considered. It is probable that no other misunderstandings create greater hindrances to export selling than those which are caused by the failure definitely to agree as to the several factors which influence the earnings of selling agents in foreign countries.

While individual firms have developed a number of methods of compensating their foreign salesmen, there are only three which it is necessary to consider. They are the most frequently applied, and they appear to meet every need. According to A. S. Hillyer, chief of the division of commercial intelligence, of the Bureau of Foreign and Domestic Commerce, these methods are adequate for the sale of practically any manufactured line:

1. When the goods are sold direct and outright to a foreign distributor, compensation should be considered as a discount. Usually, such an agent will demand territorial rights, and in return for the franchise will agree to perform a distribution service for the manufacturer. For this reason, he is more than a jobber, and he should be considered a selling agent who is remunerated by a definite margin in the form of a discount from list prices.

2. Probably the most popular method is the payment of a straight commission to a foreign salesman who pays his own ex-

penses. The simplicity of this method is sometimes deceptive, and there are several phases of it which deserve special consideration.

3. Straight salary and expenses, or a small salary with a commission on all goods sold over and above a certain specified volume. This method is usually applied in employing American salesmen to represent American manufacturers in foreign territories, and it also has its peculiar phases.

In discussing these methods, Mr. Hillyer pointed out that the first usually involves a wholesaler, who, through his sales force, sells the local trade. He referred to this type as a "merchant sales agent," and said:

"That the American manufacturer considers the discount he gives to the agent as compensation is most important. If he sells a merchant sales agent at a net price, and if the agent then adds his profit, it is likely to result in a price so high as to retard selling. The manufacturer should establish the fairest possible price, and then allow the merchant sales agent a discount sufficiently large to make the selling of the goods profitable.

"The advisability of this policy is apparent when the manufacturer is called upon to quote prices for export. As soon as the merchant sales agent sells a volume sufficiently large to attract attention, it is likely that several of the firms he has solicited will attempt to buy the goods at lower prices than he offers. These firms, usually large buyers, will go direct to the manufacturer, or will ask an export commission house in New York to quote them prices. Then, if the price quoted in either instance is lower than the price quoted by the manufacturer's agent on the ground, trouble and misunderstanding will be inevitable. Therefore, to operate satisfac-

torily, the merchant sales agent must have a special discount below any price on the goods that can be quoted to his customers and prospects either by the manufacturer or any other agency."

In regard to the second method, Mr. Hillyer said that, in a great many instances, a straight commission to a foreign salesman should be measured according to local conditions. In the case of new goods in a new territory, the problem often involves the question of how much the manufacturer is willing to spend to establish his business, and he should consider the proposition from the standpoint of the volume a salesman will have to sell in order to make a living.

"When this method is used," Mr. Hillyer continued, "selling costs should not be any higher than in this country, after a good line is fairly well established in the territory. Some manufacturers do not spend as much for selling service abroad as they do here; but I think that they should.

"Frequently, manufacturers who employ advertising, store demonstrations and expensive window displays to assist their domestic salesmen, dispense with all such aids in their foreign selling. When this is the case, it can hardly be expected that the manufacturer will be able to secure good salesmen abroad at the price he pays his salesmen in this country. In compensating his foreign salesmen, he should remember that they are carrying the entire sales load, and he should pay them on a basis of his entire domestic selling cost.

"Usually, salesmen who desire to sell on a straight commission basis do not demand advances, and they handle several non-competitive lines. These men are experienced, as a rule, and if the American manufacturer is not entirely familiar with the territory involved, he should be guided, to some extent at least, by the salesmen he employs. Then, in the majority of cases, the size of the commission will depend somewhat on the distribution already secured, the standing of the goods in the territory, the amount of advertis-

ing done by the manufacturer, and other things of the kind.

"Sometimes an American manufacturer attempts to pay commissions only on goods actually sold by the agent. But I think that the wise contract will give the agent an over-riding commission on all goods that go in his territory. The American manufacturer should remember that it takes more calls to secure business in most foreign countries than it does here. The agent will solicit business from many prospects who have been in the habit of buying from export commission houses in New York, and it is likely that some of these will forward orders to commission houses as a direct result of the agent's selling effort.

DISSATISFIED AGENT OF NO USE

"The agent will know this, and if he finds that goods are shipped into his territory, sold because of his effort, but on which he receives no commission, he will become dissatisfied. And a dissatisfied agent is not much use to anybody. The best plan is to pay him a commission on all shipments into his territory—and to send him copies of all invoices and correspondence.

"Peculiar conditions may warrant a manufacturer in advancing money against future commissions; but this is an unusual proposition, and can be considered satisfactory only from the facts of each individual case. It is customary not to pay commissions until the goods are paid for, and in the great majority of cases it is obviously best for the manufacturer to adhere to this general policy."

Because a great many American salesmen, when they are sent abroad, prefer a straight salary and expenses, or a salary, expenses and a commission, Mr. Hillyer said that manufacturers sometimes attempt to employ foreign agents by means of the third method. He expressed the opinion that, in most cases, it was best to confine this method to American salesmen.

"There is a logical reason," he continues, "for the preference given the straight commission by

many exporters. Especially in the tropics, a native salesman might be inclined to slow down in his efforts if paid a salary, or to sell just enough goods to earn the salary. A commission, on the other hand, is a stimulator to foreign residents, and it is preferable in most instances. Some American manufacturers pay a small salary and a commission to foreign agents. This, of course, allows the manufacturer to control the agent to some extent; but its value is doubtful.

"The best plan, undoubtedly, for the average American export manufacturer, is to employ his selling agents with a knowledge of the territories involved, and with consideration for the customs, extent and peculiarities of the territory. Frequently, we will receive a request for information leading to the employment of a single agent for a country like Brazil, for instance. The manufacturer looks at the map, and Brazil appears to be about the size of Maine. He then checks up on population and other factors, and concludes that a first-class selling agent, with headquarters in Rio de Janeiro, should sell a large volume of goods at a comparatively low selling cost.

"This same manufacturer is very much astonished that his proposition would be like employing a single salesman living in Chicago to cover the entire United States. It is obvious that such a salesman, if he received a commission of 10 per cent out of which he had to pay expenses, would stick pretty close to home. He might sell a satisfactory volume, but he most certainly could not secure adequate distribution.

"Therefore, the employer should know something of the problems which it is necessary for his selling agent to solve. Furthermore, in arranging the compensation of his foreign salesmen, he should take into consideration these two important facts:

"1. An exclusive sales agreement is generally demanded by all classes of selling agents all over the world.

"2. If a selling agent handles

other lines, they should be non-competitive in every instance, and before additional lines are taken on by a salesman he should be required to consult the manufacturers he represents and get their permission.

"But regardless of all these technical matters and general conditions, the manufacturer who arranges with an agent for the sale of his line in a foreign territory should compensate the agent sufficiently to warrant a worth-while effort on the latter's part. Then the manufacturer should realize that the agent will control the business to a much greater extent than any domestic salesman. The personality of the sales agent, his friendships, his social connections, and many other personal factors, all beyond the control of the manufacturer, are, at the same time, valuable assets for the manufacturer. And all of these things should be taken into consideration when arranging the agent's compensation."

William Findlay Starts Toronto Advertising Business

William Findlay, formerly vice-president and manager of the *Ottawa Free Press*, has organized an advertising business at Toronto under the name of the William Findlay Company, Ltd. He has also been with A. McKim, Ltd., Montreal advertising agency, and at one time he was business manager of the *Toronto Globe*.

Arthur J. Francis, until recently secretary of the Canadian Association of Advertising Agencies, is secretary-treasurer of the new company. Donald F. Philp is director.

W. E. Moffett Returns to S. C. Beckwith

William E. Moffett, recently manager of the national advertising department of the New York *Graphic*, has joined The S. C. Beckwith Special Agency, publishers' representative, New York, with which he formerly had been associated.

Campbell-Ewald Agency Opens Paris Office

The Campbell-Ewald Company, Detroit advertising agency, has opened an office at Paris. E. V. Salisbury has been made manager. He formerly was a representative of the Willys-Overland Company at Paris.

INDEPENDENCE

INDEPENDENCE of spirit never fails to be recognized, whether in a newspaper or in an individual. By the way a man talks, acts and speaks the whole world knows whether he is captain of his own soul. And similarly, by the very content of a newspaper, in its editorial opinion and its treatment of news, all who read may easily know whether that newspaper is the product of independent editing or whether it is guided by an unseen hand.

RECOGNIZING that independence is the very foundation stone of successful journalism, the Scripps-Howard organization leaves to the individual editors of its twenty-four newspapers complete control of what appears in their columns. They are responsible only to the traditions of honest, fearless journalism on which these newspapers were founded.

ON THIS independence has been builded the confidence of more than a million and a half families in twenty-four cities throughout the United States. In Scripps-Howard newspapers they find that spirit which reflects the life and ideals of their own communities, the sane and liberal attitude toward national policies, a freedom from log-rolling, and an absence of hidden motives.



SCRIPPS-HOWARD

THIS editorial independence, by its very nature, must of necessity be based upon financial independence. The Scripps-Howard newspapers are completely owned within their own organization. But more than that: the editor of every Scripps-Howard newspaper is a partner in the ownership of his paper. Financial independence of each Scripps-Howard newspaper is a guarantee against outside influence.

THE conduct of Scripps-Howard newspapers since 1879 has proved conclusively that independent journalism, rightly conducted, can be a stable and prosperous institution. Scripps-Howard newspapers have grown, are growing, constantly in power, influence and circulation.

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS

MEMBERS OF THE UNITED PRESS

Cleveland (Ohio)PRESS
Baltimore (Md.)POST
Pittsburgh (Pa.)PRESS
San Francisco (Calif.)...NEWS
Washington (D. C.)...NEWS
Cincinnati (Ohio).....POST
Indianapolis (Ind.)...TIMES
Denver (Colo.)EXPRESS
Toledo (Ohio)NEWS-BEE

Columbus (Ohio) ...CITIZEN
Akron (Ohio) ..TIMES-PRESS
Birmingham (Ala.) ...POST
Memphis (Tenn.) ...PRESS
Houston (Texas) ...PRESS
Youngstown (Ohio) TELEGRAM
Ft. Worth (Texas).....PRESS
Oklahoma City (Okla.) NEWS
Evansville (Ind.) ...PRESS

Knoxville (Tenn.)NEWS
El Paso (Texas)POST
San Diego (Calif.)SUN
Terre Haute (Ind.)....POST
Corvinton (Ky.)
.....KENTUCKY POST*
Albuquerque (N. Mex.)
.....STATE-TRIBUNE

* Kentucky edition of the Cincinnati Post.

ALLIED NEWSPAPERS, INC., National Representatives, 250 Park Avenue, New York, N. Y.
Chicago Seattle Cleveland San Francisco Detroit Los Angeles

Is Boston really a *The Boston retailer*

**His solution of the problem lies
in concentrating his advertising
upon a 12-mile shopping area**

IF a Boston department store using millions of lines yearly in all Boston newspapers is unable to draw an appreciable percentage of its business from a greater distance than 12 miles, what does this fact prove?

It proves the existence of a natural, normal trading area for Boston. That area is the result of the habits of Boston's people—not invented by any medium—not to be altered by any advertiser—as definite as the force of gravity and as impersonal.

There is a 12-mile limit around Boston

Most national advertisers think of Boston as a city with a 30-mile trading radius. This seems logical. But within this 30-mile radius are five cities that are entities in themselves. Hundreds of shopping centers have grown up.

And when the Globe interviewed Boston department stores it developed that 64% of the charge accounts in one most representative store and 74% of the package deliveries of all leading Boston department stores lie within 12 miles of City Hall.

The 12-mile area is Boston's Key trading market

In the 12-mile area lies a population of 1,700,000, with a per capita wealth of nearly \$2000. In it, too, are the largest number of retail outlets in most lines—and nearly all

the retail leaders—the stores which are bellwethers for any scheme of distribution. *And in this area the Sunday Globe delivers the largest circulation of any Boston newspaper.* Daily its circulation is even greater than on Sunday.

That is why great Boston department stores buy the Globe first—in 1925 placing in it daily their greatest volume, and on Sunday as much lineage as in all the other Sunday papers combined.

All because the Globe's circulation—built entirely upon editorial and news interest and unhampered by premiums or any other less valuable form of circulation growth—actually followed buying power and buying habits!

Concentrate through the Globe in this Key trading area

The Globe has gained its preponderance of circulation in this Key trading area simply by making a newspaper that Boston men and women wish to read. Such policies and features as the Globe's racial, religious, and political impartiality; its carefully edited woman's page—the oldest in America; its complete sport news,—these built the Globe's circulation.

Study the map herewith. It shows the trading area of Boston as retail business in Boston defines that area. Through the Globe, concentrate upon that area. In Boston, buy the Globe first.

TOTAL NET PAID CIRCULATION IS
279,461 Daily 326,532 Sunday

It is pretty generally true in all cities with large suburban population that, in the metropolitan area, when the Sunday circulation is practically the same or greater than the daily circulation, there is proof of a real seven-day reader interest with a minimum of casual readers of the commuting type.

difficult market?

says "NO"



In the Area A and B, Boston's 12-mile trading area, are

64% of department store charge accounts	60% of all hardware stores
74% of all department store package deliveries	57% of all dry goods stores
61% of all grocery stores	55% of all furniture stores
57% of all drug stores	46% of all automobile dealers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper. The Globe concentrates—199,392 daily—176,479 Sunday.

The Boston Globe

The Globe sells Boston.

Are You Successfully Competing in America's Fastest Growing Electrical Market?

Are You Getting Your Share of Southern Business?

The time has come when the electrical manufacturers in America can no longer serve the entire country from any one point, however centrally located. That the leading electrical manufacturers are beginning to appreciate this fundamental merchandising principle is evidenced by the fact that ELECTRICAL SOUTH carries the advertising of over a hundred nationally-known concerns.

The country's greatest electrical development is taking place in the South, and farsighted manufacturers are taking advantage of the rich opportunities offered.

ELECTRICAL SOUTH offers the most complete coverage of all the channels of distribution of electrical goods and supplies in the South.

ELECTRICAL SOUTH

"The South's Electrical Business Journal"

Published by

W. R. C. SMITH PUBLISHING CO.

ATLANTA

GEORGIA

in the customary sense. It has to do with the tale the manufacturer is trying to tell. And he proceeds to get down to quite practical matters in this way:

"The day the tomatoes are picked we rush them to the bottling plant, cook them together with the other savory ingredients and bottle and hermetically seal the catsup—all between sunup and sundown. This speed is needed because vitamins, like most precious substances, are eager to slip away. It was one thing for nature to single out the tomato for her richest gift of vitamins. It is another thing for man to keep this vital spark at full strength."

Thus, a prosaic subject is illustrated in an unconventional spirit. It would have been so easy to show a table scene or merely to picture prime tomatoes. The slack-wire artist was an entirely new note.

It is an unusual thing to find, in an advertisement about automobile tires, a drawing of experts looking through giant telescopes, the largest in the world. And, since the average person has never had a close view of such instruments, the illustration has an immediate appeal. In order to give an insight into the story told by the picture, the following description is included:

"The world's standard of time is set at Greenwich by instruments of absolute accuracy and scientific sureness. Stations all over the globe reckon from Greenwich observations."

The picture has its thrill, as a very small man sits at a very large and almost weird device, looking upward. The advertiser has merely sought to convey a selling idea from a new angle. And

this is how he leads up to it:

"In the tire field, the Firestone spirit of scientific research has been demonstrated in Firestone-made instruments and machines of utmost precision and accuracy—eliminating human error and waste and insuring uniformly reliable results. Think of the instruments made by man to measure the stars. Consider the infinite fineness and



USL offers you three ways to save your battery dollars. First—the original low price you pay, second—the long dependable service you are guaranteed and third—the repair bill you save.

Millions of our owners testify for USL dependability and long life. Why gamble with your battery dollars when you can buy a USL so cheaply as the so-called "Stingy Battery"?

Your nearest USL service station can supply you a 12-plate battery which fits most cars for

\$16.50

U. S. LIGHT & HEAT CORPORATION, MANHATTAN, N. Y.

USL AUTO and RADIO Batteries

A CURIOSITY-AROUSING ILLUSTRATION

delicacy of the mechanism which controls the hour by which the world-affairs are run. Such accuracy is the goal of Firestone achievements in the automotive world."

In other words, it would be rather stupid to show the Firestone mechanical devices, because they would mean little to the uninitiated. But a parallel can be drawn and the artist is given an opportunity to make a conventional subject unconventional without in the least transgressing upon the true spirit of good advertising.

For asbestos roofing material, a

mere photographic picture of a fire scene would not depart from hundreds of other like illustrations. But suppose we set a stage with this photograph and draw the proscenium arch around it, footlights and all. And suppose we have a curtain made of, and marked—"Asbestos" just falling down, shutting off this photographic scene, with the headline: "Ringing down the curtain on a national waste." Then a conventional theme becomes entirely unconventional and the picture is sheer illustrative drama with a wide appeal to popular imagination. The advertiser need not go so far as to add this thought: "Just as the Asbestos theatre curtain drops a wall of protection between fire and its spread, so Asbestos can protect the public against the spread of that scandalous fire waste that each year is burning up a half billion dollars' worth of American property."

It is the difference between being content to reproduce a picture of a fire scene, just as it comes from a photographer, and adding art accessories and titles which raise it far above the ordinary.

It has been the custom, in advertising automobile lubricants, to be content with rather passive pictures. The advertiser felt that there was nothing else for him to do. His product did not admit of anything unduly sensational. Yet, we find a vivid picture of an automobile that has just managed to cross the tracks before a swift-moving locomotive. You catch your breath as you look at the scene.

"Taking a chance," reads the copy, "on motor oil is like racing a train to a crossing. You may win but the cost is too great if you lose." The subject of the picture is entirely relevant. This advertiser has not been content to muddle along with quiet, passive pictures. He realizes that the reader must be jolted into reading about automotive lubricants.

You are admittedly startled as you see an almost actual-size illustration of a battery box, its side sliced open, and the intervening space filled with big gold dollars.

It is an excellent reproduction of the product, but never before have you seen a picture just like this. Your curiosity is very naturally aroused.

The advertiser hastens to make it quite clear and to assure you that the illustration is no mere visual hoax. He is doing his best to make a certain point clear.

He says, in his headline: "A good place to save your battery dollars." It is made perfectly clear that when you put dollars into a battery you might as well keep them there. In many instances, the value leaks out. The illustration, in the meantime, surrounds a conventional topic and product with an unconventional atmosphere which is a great current need, despite what you may think on the subject.

MOTORS AND HORSES

Around a colorful Roman arena, white horses dash at top speed, with the driver lashing them to still greater effort. As the painting has been done in color by an artist familiar with the subject, it is a pulse-stirring advertising picture, to say the least. The subject is Graybar Electric motors. And it is by no means an unfamiliar theme. How many times we have seen those same halftone studies of motors. We would not give them a second glance were they presented again. The Graybar magazine page realizes this and undertakes to color up its threadbare story with an entirely new atmosphere. It explains as follows:

"Just as in the arena at ancient Rome, so in a modern American factory horsepower is the thing. Industry more and more depends on thoroughbred horsepower in the form of reliable electric motors."

Advertise the same product for ten or even twenty years and you begin to realize that the public may have grown weary of the utter sameness of your pictorial narrative. You fall into set grooves and habits of thinking. The artist suffers the same handicap. It is necessary to approach the theme from an entirely differ-

ent angle. Another type of imaginative mind must be aroused.

The illustration which is fine, indeed, only in the sense that it has been wonderfully painted or drawn, reaches a definite point where even the technique of the artist fails. What of the idea? Has it new blood running through its veins? Are you arousing interest by virtue of pictures and copy ideas which are just the opposite of prosaic?

"X-Liquid" for repairing leaky radiators might show hundreds of modern scenes of motorists in trouble and remedying the difficulty by using the product, but there would come a time, without question, when the public would say: "I'm weary of that. I have seen it so many times before."

And so when a salesman hears a story of a real man who was lost in Death Valley, off all trails, in the blinding heat and sand storms, what could be better than to change the stage setting to the Mojave and to picture the motorist repairing a broken radiator in this atmosphere. A new approach! New atmosphere!

As we think back over the illustrations for Nicholson's files, we are conscious of many quiet scenes, well enough in their way, but tame, nevertheless. And then, as the canvas is spread with a black and threatening sky, an airplane adrift in this sea of stress, and flashes of lightning ripping the sky back of it, we realize that a new force is at work. We will have to look into this.

"Midnight at an air mail field," states the advertiser, "a thunder storm in full play. Pencils of light sweeping the darkness to pick up the incoming plane. On clean electrical contacts may depend the lives of the pilots, for a dead motor in flight means a perilous landing on unknown ground—and perhaps a fatal crash."

Thus the humble file is made to play a significant part in the most dramatic of episodes. The picture is justified. Files are used for this very purpose and it is logical to assume and say that they can

save lives under certain circumstances. Would it be just as well, pictorially, to show a scene of a mechanic in a factory using a file?

In the life of every product, however humble, there is sure to enter drama, action, thrill and adventure. But it is equally certain that advertisers must keep alert to discover these stories and picture backgrounds. They are not always on the surface.

From a ticker machine, the white tape races out and forms a giant word against a black background: "Waste!"

Intuitively you look down to the signature to discover the product. Roller bearings. Nothing more. But by this time, your curiosity has been aroused to the point where you must read the remainder of the story. What's the answer?

"Always a profit-taker. The moving finger writes. It writes up your business. Perhaps on ticker tape. But surely in your cash books and sales quotations. Always waste is taking some of the profits, eventually affecting securities, or the value of orders. In industry, the depressing influence of waste often begins in old-fashioned mechanical equipment. Even when its first cost is completely written off, it never competes with modern machinery designed around Timken Bearings."

These thoroughly alive and sprightly illustrations are the soul of the modern campaign. The advertiser whose product is inherently commonplace and ordinary loses heart sometimes. He fears that he can't compete with those campaigns which lend themselves to the more dramatic form of illustration and advertising display.

But he has no real right to assume this attitude. Embedded in his proposition, somewhere, is the illustrative theme which will take his advertising out of the pictorial doldrums.

Virgil D. Allen, Jr., who recently took charge of business extension work for the First National Bank of Utica, N. Y., has been named assistant vice-president.

President
John
Grier
Hibben

*of Princeton
 University*

WRITES

*William Lyon Phelps editor
 of "As I Like It" in Scribner's
 Magazine:*

*"I am one of your consistent
 readers and your sketches on
 books and life I read with
 pleasure, interest, and
 profit as well."*



\$50,000 for Writing Ads

We pay William R. Durgin a record-breaking salary for writing record-breaking advertisements. Fifty thousand dollars a year for writing ads that are *read*.

A lot to spend on copy, but a lot depends on copy.

A lot to pay one copy writer, but copy writing is a one-man job.

Our advice to large advertisers—or those who would like to be—is to give serious thought to what their advertisements *say*. To pay less attention to talk of “expert copy staffs” and more attention to the individual who is to write the copy. For “conference copy” is a synthetic product. It produces catchy ads that catch nothing; dignified ads that don’t deliver.

What constitutes good copy will always be a question. And the public will always decide it. The reading

public reads the ads that Durgin writes. They get results. Like these:

Over \$65,000 in mail orders from a single magazine page.

Beauty inquiries at a cost of 4 cents.

A health food advertised for years with only a fringe of dealers, favored and featured by all Chicago's largest chain stores within thirty days of Durgin's first newspaper copy.

Another of his ads for a standard make of typewriter is making sales to the consumer at a selling cost of \$7.20.

His advertising story of an unnoticed sanitary device caused boards of health to commend it in public bulletins, and metropolitan dailies to discuss its use on front pages.

A newspaper ad appearing one day with a total circulation of 109,000, brought Grand Rapids soda fountains 26,000 requests for a new beverage.

And another, for a proprietary whose established style of advertising was almost as famous as the product, out-pulled the old copy nine to one. For a foot remedy, "dollar inquiries" were reduced to twenty cents. Of products sold through drugstores, a dozen which you will concede to be leaders in their field are using Durgin's copy today. *They did not adopt it without careful tests.*

If you have an advertising account of any size or promise, give it to an advertising organization whose individuals can make the most of it. The day is gone when the "average" advertisement has even an average chance. We believe this is made clear in our little book called *Advice for Advertisers*. A copy is mailed on request; we have no solicitors.

Kling-Gibson
C O M P A N Y
310 SOUTH MICHIGAN AVENUE • CHICAGO
Advertising



The Old Geographies and the New Florida

WRITERS of the old geographies, who had never seen Florida and knew little about it, fabricated a picture of this state which was a cross between a desert island and darkest Africa. They succeeded in leaving an impression of Florida upon many minds which it is difficult to erase.

Florida is still a favorite subject for geographical and other fiction. But today the majority of people in this country are beginning to realize the present greatness and future potentialities of this rich, new empire.

Florida has 35,000,000 acres of land—20,000,000 acres of which are tillable and can be made highly productive. It has nearly one and one-half million resident population

and a like number of winter visitors. It ships more than 100,000 carloads of fruits and vegetables annually. It mines 85 per cent of America's phosphate. Its fishing industry is worth \$15,000,000 annually. It spent 400 million dollars on new buildings and 30 million on paved highways in 1925. Its bank deposits more than doubled last year. Its climatic and recreational attractions are deservedly famous.

The new dynamic Florida offers a great, growing market for the manufacturer. And the Associated Dailies of Florida offer the most complete and economical media for advertising to this market.

ASSOCIATED DAILIES of Florida

510 Clark Building
Jacksonville, Florida

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Myers Press
Ft. Myers Tropical News
Ft. Pierce News-Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida Times-Union
Jacksonville Journal

Key West Citizen
Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Lake Worth Leader
Melbourne Journal
Miami Daily News
Miami Herald
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Sentinel
Orlando Reporter-Star
Palatka News
Palm Beach Daily News

Palm Beach Post
Palm Beach Times
Pensacola Journal
Pensacola News
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sanford Times
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune

How Some Salesmen Ripen for Bigger Jobs

They Can't Do It Merely by Walking Their Beats Like Policemen

By A. H. Deute

General Sales Manager, The Borden Company

THE three of us had found chairs in a corner window of a certain club which provides a good view of a busy avenue. We were watching the noonday crowds pass up and down.

"See that man there!" Foster exclaimed. "He's one of the city's best detectives. Just a couple of years ago he used to walk a beat close to our building. But as he talked, he kept his eyes and ears open and he learned a great many things. He just naturally climbed into a better job."

"You see the same thing in every line of business," West became reminiscent. "I know a salesman who sells candy boxes. He makes a large income. Right now he owns a big interest in the factory for which he used to work just on a small salary and a commission. His particular success is in thinking up good names to put on candy boxes. When he gets a candy manufacturer into his sample room, he doesn't merely show him samples and quote prices. He has a complete new idea for a candy box with a new name to go with it. And still, competing salesmen wonder why he gets the business he does. The fact is, he's offering something in addition to his regular work. That detective chap was more than a cop walking his beat, otherwise he'd still be a cop walking a beat."

Then there came to mind the inside story of a leading advertising man in New York. Only a few years ago he was selling milk for us, calling on the retail and wholesale trade. He was not employed as an advertising man. He was not connected with the advertising department. But nothing could stop him from thinking up advertising ideas. And they were good, sound ideas. One in particular comes to mind because it is still

one of our leading advertising ideas. He realized the cost of the ordinary dealer helps and undertook to invent something more economical and if possible even more effective. Out of it there came the idea of supplying a folding carton, all full of printed matter, advertising the line. The carton is large enough to hold six cans of milk. The salesmen carry a supply of these carton-dealer-helps with them. They fill a half dozen or more from the dealer's stock. They pile the cartons on counters or in windows. It combines an advertising display with a convenient way for making a larger unit of sale. It is economical advertising which sells goods right on the spot and the inexpensive printed advertising carton goes right into the home. One such idea after another and this man just naturally gravitated into a big New York agency.

In direct contrast, there comes to mind the tragedy of the elderly salesman who aired his embittered views in the smoking compartment: "That's the trouble! You spend your time on the outside, where the people in the home office don't see you very often. And when the good jobs come along, they've got friends to give them to. I've been on this job for twenty years. Nobody has ever come around and handed me anything. You'd think a house would appreciate a man sticking on the job year in and year out and hand him something bigger!"

A few years ago, two salesmen were selling soda fountain supplies. Both were honest, plodding individuals. But one of them developed an idea which the other salesman announced as idiotic. Here was the idea: "What's the use of working the soda fountain trade as you work the grocery

trade—from eight in the morning until six in the evening? The soda fountain owners who do the buying are not working those hours. They work from about ten in the morning until about twelve at night. And the best time of all to call on them is between eight-thirty and ten-thirty—while people are at the movies. There is a lull in business then, when the buyer can be reached easily." And so this salesman changed his working hours and ran his sales up to big proportions.

He did not make the mistake of writing to his chief and telling him how hard the job had turned out to be and the unholy hours he had to work. He just turned in an unusual amount of business because he managed to put in an unusual number of good interviews. Both of those men are still with the same company. But the individual with the inventive mind is now one of its sales managers. The chap's name is Swain.

"You need a man for a bigger job." Foster was doing the talking. "You look over all the men who might be available. And you don't say to yourself, 'Now, here's Jones. He's a nice boy. Been with us a long time. He deserves a better job.' On the contrary, you say to yourself: 'Jones—that man has been around for ten years and hasn't shown anything. He ought to be ripe for something bigger but he hasn't done much on his present job. But here is Smith. He's been around only a couple of years, but he surely does work his job overtime. That boy can do this work. Yes, sir. I've got confidence in him. We'll let him have a go at it.'"

Now, that's only natural selecting, but very, very hard for many a man to understand. There are probably a thousand cops on a thousand beats who insist that the one cop who gets ahead had nothing but a pull at headquarters. The selfish truth is that the man higher up has his job to hold and he knows he cannot hold it just by filling important places with good friends.

Take the job of the average sales manager. If he produces a good

year's business at a satisfactory profit, the company regards him as a good sales manager. If he fails to produce, he is something not pleasing. And that sales manager knows very well that he personally can do very little of the actual selling. Dozens, scores, hundreds of men under him must all do the jobs if he is to be recognized as a good sales manager. So, obviously, his first thought is to fit in each job a man who can make real success of that undertaking. And the surest guide when it comes to judging a prospect for a large job is "What's he doing now?"

APPOINTED BECAUSE OF HIS RECORD FOR SALES

A few years ago, a sales manager was desperately in need of a man to coach and train a group of salesmen in a Southern district. He had nobody available in the home office. He wanted a Southern man. Looking over the list of Southern salesmen and their records, one man stood out. Week after week, month after month, his name was prominent. The man was selling goods. The sales manager did not personally know half of the men in that part of the country. He appointed that man to head that crew because of his record for doing things. It is conceivable that other men in the crew would have been equally successful if placed in charge. But no other name stood out so boldly as this one. The mere fact that some of those men had been on the pay-roll for many years longer meant nothing, because in all that time they had failed to make themselves noticeable as business getters.

The bush leaguer who hammered out a lot of home runs, the unknown clerk who figures out a better way to do his job, the salesman a thousand miles from the office who sends in daily reports with big bunches of copies of orders attached—what a sure way to develop that "pull" which leads to a bigger job.

And a thousand cops are still walking a thousand beats and hoping that some day they'll have a "pull at headquarters."

Yes, sir!
For the Year
1924,—and also
the Year
1925,—and also
as far as
we've gone in
1926,

The Los Angeles
Evening Herald

carried more
Food Advertising
than any other paper
in the Entire West.
S'Fact!

The Merchandising Dangers of Instalment Selling

Some of the Factors to Consider Are Cost of Financing, Converting Cash Customers to Credit Customers and Interposing Finance Company between Dealer and Customer

FRANK PRESBREY COMPANY
ADVERTISING
NEW YORK

Editor of PRINTERS' INK:

Within the last few months there have been quite a number of articles on instalment selling as a policy. Can you give me reference to these and tell me in what issues they appeared, and where I can get them? I read two or three but failed to make a note of them, and I would like to get them all together for the purpose of reading.

I would appreciate your giving me such information as you can, as I presume you keep a record of such articles.

FRANK PRESBREY COMPANY
FRANK PRESBREY,
President.

THE literature on instalment selling grows daily. Many articles on the subject have appeared in PRINTERS' INK since December, 1921. A list of these is available and has been sent to Mr. Presbrey. A searching analysis of the instalment method, from the standpoint of the manufacturer, was made in a series of three articles which began in the issue of May 14, 1925, under the title, "How Manufacturers Are Financing Retail Instalment Sales."

The term, "instalment selling," is often misleading, or rather, it is a general term like "selling." There is instalment selling by retailers to the general public; there is instalment selling by manufacturers to their dealers; there is industrial instalment selling. Then, as an entirely separate business, there is the financing of instalment accounts.

PRINTERS' INK is chiefly interested in instalment selling only as it affects the manufacturer and advertiser. When the manufacturer becomes interested in promoting a campaign of instalment selling through his dealers, he should find out (1) how much will have to be added to the regular price of the product to finance the instalment sales; (2) what happens to the cash market when instalment purchasing is advocated on a na-

tional scale, and (3) how a new factor in the merchandising situation, like the finance company, will affect the retailer's relations with his customers.

It is one thing for a dealer to take on instalment selling when that dealer thinks it would be a good thing, and quite another to force that dealer into it against his judgment. When a manufacturer adopts instalment selling as a merchandising policy and takes it to the consumer with advertising, he is committing his retailers to instalment selling, whether they like it or not. Frequently such action is diametrically opposed to the policy of building up the dealer as an efficient merchandiser. Where an outside finance company is engaged to do the financing, the dealer should have a voice in saying whether the finance company may have direct contact with his customers, as in making the credit investigation and collecting the money.

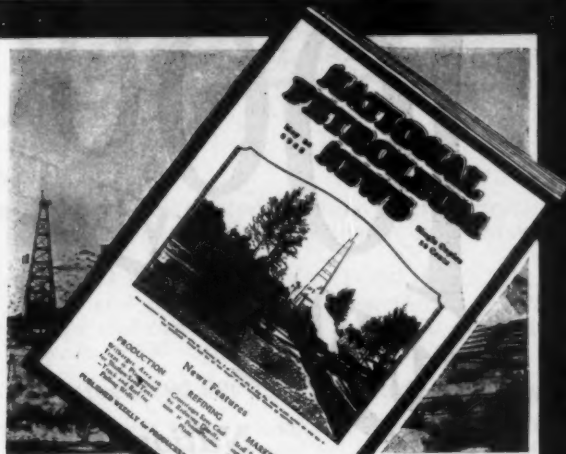
These are among the most important considerations involved in adopting instalment selling as a policy. Others are discussed in the three articles mentioned.—[Ed. PRINTERS' INK.]

"Big Ten Weekly" Appoints Boulden-Whittaker

The *Big Ten Weekly* has appointed the Boulden-Whittaker Company, Inc., publishers' representative, New York, to act as its national advertising representative except in Illinois and Wisconsin. Advertising for these two States will be handled from the Chicago office under the direction of M. C. Kite.

Automobile Accessory Account for Seattle Agency

The National Equipment Company, San Francisco, maker of Sphinx automobile accessories, has appointed the J. F. Held Advertising Agency, Seattle, to direct its advertising account. Newspapers and business papers will be used.



First in Reader Interest

An active, nation-wide industry

—producing three-quarters of a billion barrels of raw material a year

—and disposing annually of the products of that immense production

—furnishes generous editorial material for a publication of the highest reader-interest.

BUT live news does not write itself.

To be fast and accurate, someone must be on the job to write it and, if necessary, wire it in.

That is why NPN maintains such an extensive and experienced editorial staff. It is necessary to Reader-Interest.

NATIONAL PETROLEUM NEWS
812 HURON ROAD CLEVELAND, OHIO

District Offices:

TULSA, OKLA.	608 Bank of Commerce Bldg.
CHICAGO	360 North Michigan Ave.
NEW YORK	342 Madison Ave.
HOUSTON, TEXAS	608 West Bldg.
LOS ANGELES, CALIF.,	628 Petroleum Securities Bldg.

100,000

AUTOMOTIVE TRADE

National

Automobile Show Issues

of AUTOMOBILE TRADE JOURNAL and MOTOR AGE

Coverage of the greatest automotive trade audience ever reached by a business paper or a general magazine.

Editorially these two super issues will render a tremendous service to trade and industry. Each will be an automobile show in itself.

Every dealer, service station owner and garageman in the United States will welcome his copy. He will read it and keep it as a reference guide during the months that follow.

A relatively small percentage of the automotive tradesmen throughout the country will attend the New York and Chicago Automobile Shows.

But whether they attend or not, the two great Automobile Show issues of *Automobile Trade Journal* and *Motor Age* will be of high value in giving to all dealers, their sales and service executives, a true picture, not only of the National Shows themselves, but of the entire auto-

Chilton Class Journal

Circulation

motive industry, and the trends within the industry, which will guide them during the year that is just around the corner.

Present paid circulations of **AUTOMOBILE TRADE JOURNAL** and **MOTOR AGE**, combined, total 69,630 copies to the trade and industry. The 30,370 copies difference between 69,630 regular circulation and the

Guaranteed 100,000 Copies Trade Coverage

of the forthcoming two national Show issues will include practically all the firms not now appearing as subscribers, who will receive their copies under stamps postage. **30.37% increase in circulation.**

There will be no increase in rates to contract advertisers

We desire to particularly stress the importance of this 100% trade audience as compared to a mixed consumer and trade audience. In our case the advertiser is assured that his message will reach and cover practically **THE ENTIRE TRADE**—not a major portion of circulation going to consumers, and a relatively small percentage to the trade. We guarantee coverage of

—the **TRADE**

—the whole **TRADE**

—and nothing but the **TRADE**

Automobile Trade Journal, National Shows issue Jan. 1, 1927. Last forms close Dec. 20, 1926.

Motor Age, National Shows issue, Jan. 6, 1927. Last forms close Dec. 31, 1926.

Advertising rates will be sent on request.

Early receipt of advertising copy will advance mutual interests.

AUTOMOBILE TRADE JOURNAL

Chestnut and 56th Streets
Philadelphia

MOTOR AGE

5 South Wabash Avenue
Chicago

Company Publications



HE sells handkerchiefs. This year he has used our aid. He says that advertising in the Economist Group is most beneficial—*first*, in smoothing the way for salesmen; *second*, in added confidence in merchandise and service; *third*, in opening new accounts. Every single week he gets inquiries about advertised items. He knows the **POWER** of the Economist Group. If properly advertised, any good line can be profitably advertised to department and dry goods stores.

(239 W. 39th St., N. Y., and principal cities)

The

TH
sh
mover
years,
of the
and n
ultima
tomer.
were
ible ca
windo
the kn
buys t
work
person
and ca

This
take a
the s
Where
looked
one co
as an
only f
wages
union
see th
and g
if the
duces
final

This
in pro
belong
ment,
cidedl
It wa
operat
mill
of ma
sales
trade-
produ
in the
mill s
other
fabric
she v
produ
wome
name,
increa

Labor Co-operates to Advertise Union Label

The United Garment Workers of America and Manufacturers' Association in Joint Campaign to Fight Unbranded Competition

By Roy Dickinson

THE more progressive leadership in the American labor movement has, for the last few years, been coming to a realization of the fact that labor, like capital and management, depends for its ultimate reward upon the final customer. The old fallacy that wages were paid out of some inexhaustible cash fund back of the cashier's window, has been supplanted by the knowledge that the man who buys the product upon which wage workers expend their efforts is the person who pays labor its wages and capital its dividends.

This knowledge has led labor to take a far more lively interest in the sales end of the business. Where formerly union labor looked upon its problem as being one concerned only with production as an end in itself, and argued only for what it thought adequate wages for the task performed, union leaders have lately come to see that continuity of employment, and good wages can keep up only if the products which labor produces are sold at a price which the final consumer is willing to pay.

This new interest on labor's part in problems formerly considered as belonging exclusively to management, has led recently to some decidedly interesting developments. It was only a few weeks ago that operatives at a big New England mill elected spokesmen to demand of management a more aggressive sales policy and suggested the trade-marking of the goods they produced. One of the operatives in the drawing-in department of the mill said she knew how she and other women friends of hers bought fabrics, and told the management she was sure that if the mill's products were branded so that women could ask for them by name, it would mean reorders and increased sales. These operatives

realized the power of advertising to assure them more continuous employment at good wages. When workers start to think of advertising as job insurance, they begin to think in terms of greater co-operation with management instead of possible points of dispute and indifference.

As a result of this new attitude it is now possible to record another significant action in which labor is co-operating with management with the object of acquainting the final consumer with facts of importance both to the wage worker and the owner. The United Garment Workers of America and a group of manufacturers are co-operating in a paid advertising campaign to offset the inroads of unbranded competition.

If the consumer buys unbranded merchandise made by men who do not put the trade-mark of origin on their products, the laborer loses his share of the profit which would accrue had his factory's product been purchased instead. In certain portions of the clothing industry, the competition of unbranded clothing made by low wage workers and by prison labor is particularly severe, because garments made by prison labor are sold in direct competition with those made by well-paid workmen.

PRISON-MADE GOODS FIGHT IN THE DARK

This prison-made competition is a big factor. It is estimated that 80 per cent of the total, or \$44,000,000 worth of prison merchandise was sold last year in competition with the merchandise of employers of free labor. It is hard competition to meet. Very often, retailers place a few garments made by manufacturers who advertise on top of a pile of prison-made goods. Union labor has always

opposed the selling of merchandise made by prison labor in competition with free outside labor, but this opposition has usually taken the form of political action. The State averages a payment of seventy-eight cents a day for the labor of a prisoner who produces over \$10 worth of goods per day. This difficult competition in the clothing field is made even more difficult because the retailer and the public often do not know they are buying prison-made goods, since they are marketed in a variety of ways, often bearing imitative labels. One State prison in an Eastern State turned out last year more than \$2,000,000 worth of work shirts on contract with an outsider. A representative of the manufacturers' association says that in no case was this output labelled as being prison-made—a requirement in New York State and several others. In Missouri, the prison garment shops sell their output under the names of the Workmen's Clothing Company and The Missouri Shirt Manufacturing Company.

With the facts concerning the volume and dangers of prison competition before them, representatives of the United Garment Workers and the Union-Made Garment Manufacturers' Association met and formed The National Joint Committee on Prison Labor, with an executive committee composed of three manufacturers and two representatives of the union. They accepted the fact that it was a good thing for convicts to work but came to the conclusion that if convicts were to work in direct competition with outside labor and capital, the public should be told about the origin of the goods. The conclusion was reached that prison-made goods and advertising do not mix; that a maker's trademark and the union label are both marks of protection to the public and the retailer, and should be advertised as such.

Realizing that the whole prison problem was a perplexing one for the State and public alike, the committee felt that in giving prisoners work to do, nothing should be done at the expense of the free laborer

who has committed no crime. It did not seem logical that the free worker should be punished in order that the prisoner might be reformed.

It was further decided, as a start in the proposed advertising campaign, that the retailer is the key man. If the best way for a manufacturer to meet the usual sort of cheap competition is to trade-mark his product and make it stand for something in the mind of the public, one good way to meet prison competition seemed to be to tell the retailer that a certain label means that the goods have been made in sanitary conditions by free, paid labor. Advertising, it was felt, would leave the retailer no excuse to say he was ignorant of the origin of the goods he was selling to his customers if he were given an easy method of knowing how he could guard his customers against prison-made goods.

In discussing the method of advertising to the retailer, two different selling points were worked out. One was the scare type of argument that prisoners were often suffering from diseases the germs of which might be carried in the garments which they made. Then, too, it seemed logical to tell the retailer that when he sold prison-made garments he was throwing good customers out of work by "aiding the system that permits conscript labor to come into open competition with free labor."

HOW THE ADVERTISING IS PAID FOR

When it came to the label to be advertised, an interesting thing happened which served both as a method of avoiding a difficulty and a plan by which the advertising funds were raised. With a number of manufacturers in the association it would have been confusing to list all of their individual advertised labels as protection marks. All of them bore the union label of the United Garment Workers of America. This union label was, therefore, picked as the distinguishing protective mark and a joint fund raised by a tax on the labels, collected by the unions themselves. The copy prepared after a consideration of the two

Most Writers of Advertisements are Smarter than most Editors

THEY realize the value of space. They concentrate the largest possible measure of information and argument into the fewest possible words. C. A. Taylor and Farm Life's editors value each page they use at \$2700.00. They aim briefly and directly at the interest and the responsiveness of more than a million farmer subscribers in every state in the union. Advertising men approve of that policy by using it in their own business.

T. W. LeQuatte
Advertising Manager

Farm Life

Spencer, Indiana

main selling points is now appearing in a list of papers read by retailers in the textile field. After pointing out the dangers from "germ-laden prison-made garments" the copy says:

Contrast to such a product the merchandise made by free labor in light, well ventilated and sanitary plants. Is it any wonder that millions of men and women, who are being educated to the dangers of prison-made garments, promptly refuse to patronize the stores where this prison product is sold?

The retailer is told that he is hurting also his customers' pocket book if he sells prison-made goods:

Neither prisoners nor prison labor contractors contribute to your welfare or that of your community; but the manufacturers of union-made garments and their employees are an important factor in the prosperity and developments of hundreds of towns and in the success of thousands of retail merchants.

The advertising of the union label as an identifying mark and the sign of craftsmanship is handled in this manner:

The prison labor contractors do not label their product "Prison-Made." The stigma and shame attached to such a brand would immediately wipe their goods from the market because people buy such merchandise only through ignorance. Therefore, prison-made garments are either unbranded or marked to imitate merchandise made by free labor.

There is one sure way to know you are not buying prison-made garments. Insist upon the Union Label of The United Garment Workers of America. This mark will fully protect you, your employees and customers against the dangers of prison-made garments.

In this new and unusual advertising co-operation to fight prison competition, the committee did not neglect the political side. The full pages of advertising copy contain a special box with the angle considered most logical from the standpoint of the State. They also feature a booklet "Prison Labor for Private Profit" for distribution to consumers. The copy contained in the box is specific in its recommendations:

All able-bodied prisoners should be employed; we agree 100 per cent with that practice. But we are unalterably opposed to the iniquitous custom which brings the labor and product of convicts in open competition with that of free labor.

Prisoners should be used in making goods for State use only or on tasks that do not rob free laborers of a livelihood. They should also, so far as practicable, be used in occupations that will train them to properly fit into the economic system after they have been freed. Garment work does not train men for the kind of jobs they will be offered when out of prison. Under free labor conditions work garments are made by female labor.

Some States have recognized the injustice of contract prison labor and do not permit the prison-made goods to come in open competition with the product of free labor and enterprise. All States should follow this leadership.

The progress of this co-operative educational campaign is being watched with interest by capital and labor in many other industries. Prison competition, according to the United States Department of Labor's statistics, cuts into the sales of no less than forty-three other industries. It is a question upon which labor and capital may unite in a common purpose.

The joint advertising campaign of the United Garment Workers and the manufacturers may prove the forerunner of several others against prison or similar competition. The wage worker has come to see that he suffers if the product upon which he works, and expends the best efforts of which his craftsmanship is capable, loses its market because of cheap unbranded competition. There is every reason for him, through his labor association, to help his management in its effort to insure a steady future market for the quality product upon which he works.

He is beginning to see that advertising has a definite bearing upon the security of his job and the maintenance of his wages.

W. H. Hemming Joins Providence Agency

W. H. Hemming, formerly with James F. Newcomb & Company and Barron G. Collier, Inc., both of New York, has joined the copy staff of the Larchar-Horton Company, Providence advertising agency.

Mail-Order Account to Pack Agency

The Kimberly Diamond Merchants, Chicago, have placed their advertising account with Philip C. Pack, Ann Arbor, Mich., advertising agent. Mail-order publications will be used.

FREE: A Booklet of facts, "Argentina as a Market for American Products," mailed free on request.

South America Bought Nearly a Million Dollars Worth of American Radio Apparatus in 1925

In 1925 Argentina alone bought \$408,593. worth of American radio apparatus, an increase of \$116,853 over 1924. Total sales in South America during 1925 amounted to \$999,123, an increase of \$283,286 over the previous year.

LA PRENSA of **BUENOS AIRES**

is the best advertising medium for radio in the Argentine market, the most important in South America.

The first newspaper in Argentina to give daily news of developments in radio was LA PRENSA. For several years daily and Sunday radio sections have been a feature of the paper. Many thousands of letters have been received by the radio editors from amateurs.

A special report on sales of radio apparatus in Argentina telling why increased sales are forecast for 1927 will be sent without cost to sales and advertising managers.

JOSHUA B. POWERS

Exclusive Advertising Representative
250 Park Avenue, New York

"South America's Greatest Newspaper"

The Work They Do and



A booklet with the above title is now in the mail addressed to advertisers.

In "The Work They Do and Where They Live," 183 occupations are listed and divided as to Executives and Subordinates and then we tell you where they live and whether or not they have a telephone.

The Digest sends circular matter (no canvassers are employed) to twenty million names and out of this list we have drawn the alert at every income level. No one else has ever done such a job of sifting names. There is no other process just like ours, because only alert and active people are interested in The Digest.

And Where They Live

No premiums or inducements are given to a renewal subscriber. We sell only one year at a time, and every twelve months subscribers must prove their interest by paying us \$4.00 per year or 10 cents per copy. Therefore, we can truly say that "a Digest subscriber is a Digest reader."

*If a copy of the 1926 edition
of "The Work They Do and
Where They Live" does not
reach you, write for it to*

The Literary Digest

Advertising Offices:

BOSTON	NEW YORK	CLEVELAND
Park Square Bldg.	354-360 Fourth Ave.	Union Trust Bldg.
DETROIT	CHICAGO	
General Motors Bldg.	Peoples Gas Bldg.	



Dignity & that
intangible
yet necessary
quality of an
effective
advertising
medium.

LA NACION of Buenos Aires is the product of a consistent and successful effort to live up to the highest standards in modern journalism.

LA NACION publishes no advertising on its front page, thus carrying out that note of dignity which is the unmistakable distinction of the world's best newspapers.

LA NACION was the first newspaper in Argentina—and in all South America—to publish a Sunday rotogravure section. This section has attained a high standard and reflects the finest development of rotogravure. It was the final feature needed to bring LA NACION into line with the world's most progressive newspapers.

LA NACION regularly uses American features and comic strips.

In every direction, LA NACION has shown an outstanding ability to keep abreast of modern developments in journalism, earning for itself an enviable degree of respect and esteem from the reading public.

In this way, it has strengthened its reputation as a dignified and effective medium through which to reach the highly desirable prospects in an extremely fertile market—Argentina.

"Ask LA NACION about Argentina"

LA NACION has the *largest* circulation of any newspaper in South America and is the **ONLY** newspaper in South America with a **CERTIFIED** and **AUDITED** circulation along the A. B. C. lines.

Editorial and General Office in
the United States:

W. W. DAVIES
Correspondent and General
Representative
383 Madison Ave., New York

United States Advertising
Representatives:

S. S. KOPPE & CO., INC.
Times Bldg., New York
Telephone: Bryant 6900

Write for "Advertising in Argentina" and "Certified Circulation," by
Dr. Jorge A. Mitre, Publisher of LA NACION.

Mapping Out the Bank's Advertising Appropriation

There Is a Real Need for More System in This Matter

By G. Prather Knapp

"THERE," said the cashier. "I call that a good advertisement."

He had written: "Plan Your Expenditures. Have a Budget that Shows you where Each Cent is going. Keep your Eyes Fixed on the Goal ahead of You. Spend for Tomorrow as well as for Today."

It was a good advertisement, but it made me smile, because that particular banker had just finished telling me that his bank didn't believe in advertising budgets. Its management knew what had been spent in the previous year, and had ordered that not a cent more should be spent this year. The bank did not know how much had been spent in newspapers in the last year—though of course the books would show it. (As a matter of fact the want ads and foreclosure notices were all included as advertising in the records of payments to newspapers.) The bank did not know how much had been spent on direct-mail advertising last year. What was direct-mail advertising anyhow? Did it include business cards for officers and soliciting employees? (As a matter of fact neither postage nor envelopes for circulars had been charged to advertising.) The bank did know exactly what street-car advertising had cost. The contract had just been renewed for so many cars at so many dollars. (As a matter of fact this sum was \$1,260 too low, as it did not include the cost of cards.)

And so it went on. The only use which the cashier made of the appropriation idea was that from June to January he told salesmen,

"Our appropriation is exhausted." The only use he made of the budget idea was that from January to June he told salesmen, "Our budget hasn't been approved yet."

The attitude of that bank's president and directors toward its advertising was the despair of the man in nominal charge of it. They would neither help him with it nor leave him with it. They never could be persuaded to approve a program for it, but they insisted on a solemn powwow over every commitment for more than \$100. They even refused to let him make annual contracts with newspapers until he had satisfied them that a newspaper contract did not obligate the bank for insertions but only protected it on rates.

It took six weeks of hard digging to find what that bank had spent on advertising during 1924, a week to classify its expenditures by mediums, and a month to allocate them by departments.

TOO MANY COOKS

Responsibility for the advertising was so well divided that for all practical purposes it did not exist. Co-operation with the advertising manager was so general that every officer and most of the senior clerks could tell you how inefficient it was and could partly tell you why. Records of the advertising were lost in the general books. Reports were so concise that they consisted of a single figure. Plans were so broad and comprehensive that they could be summed up in the executive order: "Don't spend a cent more than we did last year."

I cannot help feeling that the executive control of advertising is more important than any other phase of the subject. But the battles of advertising are won by good generalship and good

Reprinted by permission of the publishers, Rand McNally & Company, from the recently issued book by Mr. Knapp entitled: "How Banks Increase Their Business."

staff work even more than by good minor tactics with the various arms. Bank advertising must be a matter of executive policy pursued over decades and adhered to steadfastly in essential objectives. Even its detail plans should be programmed at least a year in advance.

Right at the outset comes the question, How much ought a bank to spend on advertising in relation to its deposits?

When all banks are exactly alike, when all cities have exactly the same population and area, when the number of banks per thousand people is the same for all communities, when the wealth of the country is evenly divided per capita, and when publication rates and printing costs are universally standardized, that question can perhaps be approached without waste effort. Even then it will only be possible to say on the average what banks are spending. Obviously the question of how much they ought to spend will still be an open one.

I once compiled and averaged my records on expenditures for 586 banks in rural and urban communities of forty-two States. Here are the results:

Total Resources	Spent Per Annum
5 to 20 million.....	\$3.00 per \$1,000
25 million	2.50 per 1,000
35 million	1.75 per 1,000
50 million	1.50 per 1,000
75 million and up.....	1.00 per 1,000

As a matter of fact the amounts for a bank of any given size are far too high if spent without a policy, an organized control, and a definite plan. If these three are present and the advertising is well done, a bank may spend half as much as another of the same size and get better results. It may spend twice as much without saturating its market or exhausting its opportunities for profit.

Most successful bank advertisers seem to agree that it is a mistake first to fix your appropriation and then to make your plans. They say that the plan they follow is just the reverse of this. First they make their plans and then get as much as possible of the ap-

propriation needed to carry them out, scaling them down where necessary. This seems the more logical method. It is safer for directors to know what will be done with money before they authorize expenditures. It is safer for executives to know, at any and every time of the year, how costs are coming out at the end of the year. It is safer for the new business manager to know that he has a well-made track ahead of him and that his right-of-way over it is clear. It is safer for the bank as a whole to know that its advertising policy is as plain, as professional, and above all as definite as its policy in connection with other investments.

Another important point is the real saving of money that results from budgeting your advertising, a year at a time. Duplication of mediums is avoided, quantity purchases mean lower rates, and by cohesive plans the same art work and plates may serve a variety of uses.

Advertising is always a whole-bank activity. The new business manager should never embark on advertising plans until they are fully sanctioned by the bank's executives and fully understood by its officers, department heads, and public-contact employees. On the other hand the executive who does not fully co-operate with his new business manager and who does not hold himself responsible for enforcing a similar attitude throughout the bank is probably wasting a great deal more than the new business manager's time.

Putting it more concretely—it should be the new business manager's duty to make a full survey in minute detail of the bank, the people it is serving, the people it wants to serve, and the mediums through which these two groups can be reached. It should be the duty of department heads and contact men to co-operate in this survey to the fullest of each man's knowledge and resource.

It should be the duty of the bank's chief executive to give full consideration to the findings thus obtained and to instruct the new business manager as to the finan-

"A Study of the New York Market"

THE NEW YORK TIMES has issued a sixteen-page book which embraces the exclusive data covering the New York Market appearing in the 350-page book, "A Study of 81 Principal American Markets," recently published by The 100,000 Group of American Cities.

The work comprehensively analyzes the vast concentrated New York market. The ten pages of statistical information give complete, for the first time in simplified form, the figures of New York City, and of 300 towns in the metropolitan area—population, families, dwellings, male and female buyers fifteen years of age and over, automobiles, retail outlets and wholesale firms. The statistics cover every town of more than 1,000 population.

The advertiser who wishes thoroughly to cover the New York market will find the information in this book of greatest value and interest. A copy will be sent to any advertiser or agent on written request.

Advertising Department

The New York Times

THE NEW YORK TIMES, 229 W. 43rd Street, NEW YORK

Send "A Study of The New York Market" to

cial, physical, and human resources which the bank is willing to use in carrying out its advertising plans.

It should be the duty of the new business manager to present his findings and plans so clearly that the executive can approve, alter, or reject without duplicate research or construction work, and to show the executive in detail what co-operation is expected of other departments.

Finally, the new business manager should hold himself responsible for continuous survey, continuing (though brief) contacts with the executive, and continual and intimate relations with customer-contact men in all parts of the bank.

The best way I know of laying the foundations for an advertising budget is what may be called the "audience method." Who, what, and where are the people you want to reach? What services do you intend to sell them? And what advertising mediums will reach them most economically? First, of course, you can divide your audience into customers and non-customers (not customers and prospects, because in nine banks out of ten, the customer is far and away the best prospect).

If your customers constitute a large majority of the whole community, it may be proper to reach them with newspapers. If they constitute a small minority of the community, it will be best to mail their advertising direct. If it can be shown that most of them are depositing all they can deposit and using all the other departments that they should use, the customer-advertising appropriation will be small—just enough to keep up this good condition. If any depositors are inactive, if many balances are low, if there is little interchange of business between departments, the bank may well spend a great deal of its appropriation on customers and bring them to a satisfactory basis before going too far with the less profitable task of attracting new business.

Of course a reasonable amount of new business must come in or

the bank will die a natural death. The prospect field can be subdivided somewhat as follows:

- (1) Neighbors
- (2) Business people and shoppers
- (3) Factory people
- (4) Home people in town
- (5) Suburbanites
- (6) Farmers of the county
- (7) Banks, brokers and business houses in other cities
- (8) Mail prospects within an appropriate radius

Each audience, when surveyed, will almost automatically suggest, first, the services of the bank which should be offered to it and, second, the mediums through which such offers can best be made. The budget will now shape itself along two interlocking channels—the selection of mediums and the allocation of those mediums to different services or departments. For instance:

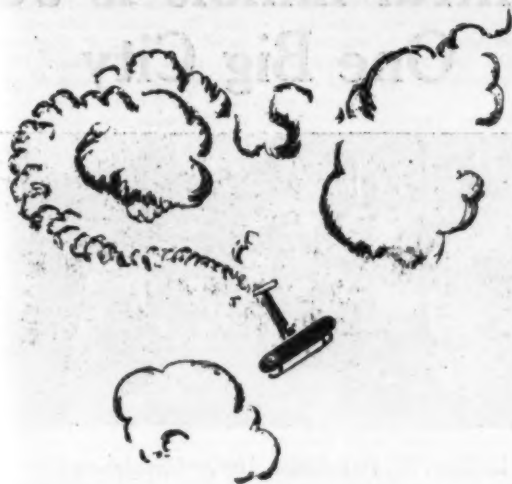
- (1) Newspapers:
General publicity
Savings customers and non-customers
Christmas Club customers and non-customers
Real-estate non-customers
Bonds, non-customers
Commercial non-customers
Trust non-customers
- (2) Direct Mail:
Savings customers
Christmas Club customers
Bond customers and non-customers
Commercial customers and non-customers
Trust customers and non-customers
Safe-deposit neighbors and customers
- (3) Billboards and Street Cars:
General publicity
Savings, non-customers
Real estate, subdivisions and sale boards
Christmas Club, non-customers
- (4) Window and Lobby Displays:
Neighbors of the bank and customers of all departments.

The next step will be to ascertain how much newspaper space each department will require, and how much art, engraving, and special copy work each advertisement will have.

Newspaper space is big or little, according to the way it compares with other advertisements in the same paper. It is sufficiently frequent only when it appears in at least one paper a day. Dressing it properly should cost from 10 to 25 per cent of the cost of the white space. Writing, planning, and placing it is worth 15

The a
him
He h
"kno
thing
no p
adver
goes
way a
settin
about
aroun
has w
name
write
form
A da
as or
trail
more
a sky

ADVERTISING IS JUST ADVERTISING



The advertiser when he first views the plan that has been made for him is disappointed. It contains none of the novelty he expected. He has dreamed of doing something that has never been done; "knocking their eyes out," as the phrase is, and putting over something that will make people talk about his product forever. He has no patience with a campaign that seems to be a long succession of advertisements, that is planned to go on as long as the business goes on. There must be something that is better than the old level way across the desert, some way of rousing the lethargic public and setting it to talking about Giggley's Gum Shoes the way they talk about booze, making it gather around a window display as it does around the score board during a world's series. Many an advertiser has wished he could take a long-handled paint brush and letter the name of what he sells across the sky, and lo, along comes the sky writer and does that very thing, and what is it? The most perishable form of publicity yet devised, a few puffs of smoke, *et preterea nihil*. A daring and thrilling performance, and one that may be set down as one-hundred per cent attention value while it lasts, with even a trail of interest after the smoke wreath has vanished, but having no more relation to the business of selling goods by advertising, than a sky rocket's flight has to the problem of lighting a city's streets.

CALKINS & HOLDEN, INC

247 PARK AVENUE · NEW YORK CITY

Central Illinois Is Just One Big City



Le Roy, Ill., Population 1680—Circulation 573

One of the 72 Prosperous Towns That Make Up a Great Market Dominated by The Pantagraph

With an automobile to every 4.3 persons, a marvelous network of cement highways, electric power lines furnishing current to every hamlet and thousands of farm homes, buying habits in Central Illinois have changed until today there is no essential difference in the requirements of city, suburban or country dwellers. It is just one big city market open only to advertisers in The Daily Pantagraph.

Circulation 19003—97% Home Delivered

The Daily Pantagraph.

Published Every Morning Except Sunday at Bloomington, Ill.

REPRESENTATIVES—

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston.
J. H. GRIFFIN, Room 1501, 140 S. Dearborn St., Chicago. P. A. FOLSOM, Chemical Bldg., St. Louis, Mo.

Member A. B. C., A. N. P. A., Associated Press

per cent of the cost of the white space.

The cost of direct-mail matter depends on the number of real mail prospects that can be listed for each department. With this statement in mind, it may be said that good lists are worth from two to ten cents per name, that a list worth having is worth attacking once a month, that first-class postage is more economical than third-class postage in bank work, and that what is worth paying two cents to carry, ought to be worth paying from two to twenty cents to prepare.

On billboards and street-car cards, it is harder to work out standards as to cost and coverage, and this is equally true of window displays and lobby cards.

Your attitude toward window and lobby displays will depend to a great extent on the architecture of your bank, on the number of people who enter or pass it, and on the night life around it. Make such displays infrequent and distinguished rather than frequent and cheap.

When the budget is approved, it should be the duty of the new business manager to prepare a simple but adequate system of making and filing contracts; issuing and checking orders; preserving clippings, specimen drawings, photographs, and engravings; auditing bills; recording payments; classifying expenditures and making reports, monthly, quarterly, and annual.

As the work goes on, it will be his duty to secure steady co-operation from all his associates in checking results and turning inquiries into new accounts.

All these, of course, are clerical details that different men will work out in different ways. They are the tools of the job, and will be given detailed attention later.

The life of the job lies in getting close enough to your executives to know what your bank really wants and how badly it wants it.

The brain of the job lies in having a clear vision of men and methods for a considerable distance ahead of you, and a system

that will leave a clear trail behind you.

The heart of it is in making a profession and an art out of the proper use of each medium of advertising expression that your bank and your community present to you.

No single advertisement, however meritorious, can make its best impression unless it is part of an integrated plan. I want to emphasize the fact that no advertising plan, however skilful, can bring its best results unless it is a part of a cohesive program. I want to insist that no single year's advertising program, however comprehensive, can do all it should do in bank building unless it is part of a steadfast and definite advertising policy.

SPECIMEN ADVERTISING BUDGET

Adopted by a bank of \$20,000,000 resources in a city of 200,000 population

Daily newspapers. \$18,000.00

Direct-b-y-mail

printed matter.. 10,000.00

Banking journals.. 1,000.00

Local journals.... 500.00

Agency commission 2,500.00

Billboards 3,000.00

\$35,000.00

Allocated by Departments

Savings Dept.:

Daily newspapers \$10,000.00

Direct printed

matter 5,000.00

Billboards 3,000.00

Local publica-

tions 500.00

\$18,500.00

Commercial Dept.:

Daily newspapers \$ 5,000.00

Direct printed

matter 2,000.00

\$ 7,000.00

Banking for Banks

Dept.:

National publi-

cations \$ 1,000.00

Direct printed

matter 1,000.00

\$ 2,000.00

Trust Dept.:

Daily newspapers \$ 3,000.00

Printed matter.. 2,000.00

\$ 5,000.00

Agency commission,

pro rated 2,500.00

\$35,000.00

SPECIMEN ADVERTISING BUDGET

Bank and Trust Company of \$60,000,000

Total Resources in city of 1,000,000 inhabitants



In England
the best
Advertising
always appears
in

Punch
— "The
Paper
that
is
England"

..

MARION JEAN LYON
Advertisement Manager, "PUNCH"

80, FLEET STREET
LONDON, E.C. 4, ENG.



Appropriation \$75,000 Allocation of Mediums to Departments Newspapers:

Trust	\$10,150.00
Banking	13,080.00
Bond	9,696.00
Savings	600.00
Foreign	1,500.00
General	6,000.00

\$41,026.00

Financial and other magazines:

Trust	\$ 2,600.00
Banking	1,600.00
Bond	1,000.00
Savings	450.00
General	1,300.00

\$ 6,950.00

Circulars, etc.:

Trust	\$ 3,500.00
Banking	2,400.00
Bond	2,000.00
Savings	4,000.00
Foreign	1,000.00
General	5,600.00

\$18,500.00

Postage:

Trust	\$ 600.00
Banking	400.00
Bond	700.00

\$ 1,700.00

Art and composi- tion:

Trust	\$ 1,200.00
Banking	1,500.00
Bond	580.00

\$ 3,280.00

Lawyers' calendar:

Trust	3,000.00
-------------	----------

\$74,456.00

SPECIMEN ADVERTISING BUDGET

Commercial and Savings Bank of \$10,
000,000 Total Resources in Large City
Appropriation \$30,000

By Mediums

Direct mail	\$10,000.00
Newspapers	15,000.00
Street cars and billboards...	2,000.00
Souvenirs and specialties...	2,000.00
Miscellaneous	1,000.00

\$30,000.00

By Departments and Mediums

Commercial:	
Direct mail....	\$ 5,000.00
Newspaper	2,000.00

\$ 7,000.00

Savings:

Direct mail....	\$ 5,000.00
Newspapers ...	8,000.00
Street cars, etc.	2,000.00
Souvenirs and specialties ...	1,000.00

\$16,000.00

Whole Bank:

Newspapers ...	\$ 5,000.00
Specialties ...	1,000.00
Miscellaneous..	1,000.00

\$ 7,000.00

\$30,000.00

RADIO

The radio pages of

The Boston Evening Transcript

are read by those who have the means and inclination to purchase the equipment they desire. Advertisers get favorable attention of the right people on these pages.

National Advertising Representatives

CHAS. H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

Your Company's Christmas

NOT too expensive looking—sure to be appreciated—something not everyone will give—brand new this year and the big hit of the football season.

The Sport Glass

Engraved With Your Company's Signature
Special Prices for Christmas Giving
A Sample on Memo If You Desire.

Bausch & Lomb Optical Co.

America's Leading Optical Institution

676 St. Paul St.
Rochester, N. Y.

The Bausch & Lomb Sport Glass gives a wider field of view than any similar glass; brilliant illumination; rapid focusing screw; sewed leather carrying case; fully guaranteed.



Other Optical Gift Suggestions, including Magnarule, Pocket Magnifiers, Readers, are shown in our new catalog. Send for it.

Good Copy

should be built to work for the welfare of the reader: whose first concern is, naturally, for his own affairs.

When your product adds to the joy of living; and your advertising makes that plain to the average mind, the best results follow as a matter of course.

**HAWLEY
ADVERTISING
COMPANY**
Inc.

**95 MADISON AVE.
NEW YORK CITY**

SPECIMEN ADVERTISING BUDGET Small City Bank of \$8,000,000 Total Resources

Appropriation \$16,000	
Daily Newspapers:	
Herald	\$ 2,371.20
Globe	1,223.04
News	1,048.32
Independent ...	1,426.88
Art work, typography and plates	1,040.00
	\$ 7,109.44
Street cars:	
Space—100 cars \$	900.00
Cards changed every 60 days	300.00
	\$ 1,200.00
Printed Matter:	
Savings:	
Distribution of 12,000 colored folders per month	\$ 2,688.00
Distribution...	600.00
Checking:	
5,000 folders per month, 12 months	1,500.00
Trust:	
1,000 folders per month, 12 months, with 2 cents postage	1,440.00
	\$ 6,228.00
Window display, \$25 per mo.	300.00
Service fee.....	1,000.00
	\$15,837.44

New Publication on Building Material

The Arnold Publishing Company, Chicago, has started publication of *The Building Material Merchant*, a monthly trade journal devoted to the interests of retailers in building material. George A. Olsen is president and treasurer. He formerly was merchandising editor and business manager of *Building Supply News*, Chicago, and at one time was secretary of the Wisconsin Builders Supply Association.

Becomes Sales Manager of Wm. J. Stange Company

H. M. Shea, formerly merchandising manager and chief chemist of the Citrus Products Company, Chicago, has joined the Wm. J. Stange Company, also of Chicago, manufacturer of U. S. Certified food colors and flavoring materials, as sales manager.

Joins Poloris Company as Sales Manager

Benjamin Colnes, recently with the Venida Hair Net Company, New York, has joined the Poloris Company, Inc., New York, proprietary medicines, as sales manager.

SHALL WE CANCEL BALANCE OF WAR DEBTS?

The MAGAZINE OF WALL STREET

Aug.
14th
192635 Cents
A
Copy

EDITED BY

Arthur H. Mearns

Dominates the Financial Field!

This medium reaches the majority of the investment and commercial bankers in the United States.

No advertising campaign is complete without seeking the banker's support for your local dealer and product.

Your commodity, advertised with us, paves the way for additional financing, as well as influencing the stockholder to purchase your particular brand.

Details on request

Victor E. Graham
Advertising Director
42 Broadway, New York

Member A. B. C.

Vol. 38. No. 8.

WHAT NOW FOR THE STOCK MARKET?—SEE PAGE 736

Textiles An increasing interest in advertising and new selling methods is being shown today by many textile organizations. Our textile advertising campaigns for the following clients may be seen in leading national magazines, newspapers and business papers:

THE WAMSUTTA MILLS

THE SCRANTON LACE CO.

THE MERRIMACK MFG. CO.

THE IPSWICH HOSIERY MILLS

THE TREMONT & SUFFOLK MILLS



BARROWS, RICHARDSON
& ALLEY
ADVERTISING

NEW YORK OFFICE
19 WEST 44th STREET

BOSTON OFFICE
77 FRANKLIN STREET

A Retailer's Tips to Advertisers Using Window Displays

His Findings Are Based on His Experience and Investigation among
Other Retailers

By Carl V. Haecker

Sales Promotion Dept., Frank Burke Hardware Co., Waukegan, Ill.

LATE in the winter of 1925 and in early spring of 1926, it was my privilege to go out for our firm, the Frank Burke Hardware Company, of Waukegan, Ill., to visit other hardware and department stores of the cities surrounding Waukegan, including Chicago.

One of the subjects I covered on this trip and the one you are vitally interested in was window display; how window display material sent to the retailer by the manufacturer was handled, how it was used and what was thought of it. In every case the window trimmer and the retailer voiced the same opinion. They appreciated the manufacturer's efforts, thought the works of art were beautiful, would like to use every bit of the display material, but as in my case, with close observation and handling of this material, found much of it hard to use. The complaints were almost identical and I shall try to explain the difficulty and offer a solution to the problem.

The most common complaint was that there was no room in the window for such large displays. Upon investigation of this trouble, I discovered that only a comparatively few people know how to use backgrounds even of the best construction. They are not ignorant, they are not lazy, but their other activities and problems do not permit them to study balance, position, arrangement, attractiveness, and the artistic side of it means but little to them. If the first look at the display material doesn't convince, if there isn't some kind of a diagram to go by, they are all through, and into the scrap

heap goes beauty, art and all.

There was a case where the manufacturer of a headache tablet used a two-wing display background so hinged that it could be turned only one way. It took up at least three and one-half feet of floor space, and could not be used on a pedestal, for pedestals as a rule are not made three and one-half feet long and eighteen inches wide. There was a beautiful lithographed cut-out of the pill box in its own bright colors with the name, Dr. Quack's Headache Pills. Imagine using a three-and-one-half foot by one-and-one-half foot space for a headache pill. Just think how many headache pills would have to be sold to pay for that space in the window, with the window carrying two-thirds of the entire rental cost of the store, as pointed out by David Meyer of the United Cigar Stores Company at the window display convention last year.

There was another, a five-panel display showing one pipe wrench. This display was seven feet long and over three feet high. Of course you could trim the window with other tools, but why seven-and-one-half by three-and-one-half feet of window space to show one pipe wrench? Bear in mind that the pipe wrench was all that was shown. There was nothing else of appeal to the passerby.

TRICKY AND DEADENING

Still another display was made of sixty feet of colored paper one foot wide. This was cut up in various lengths, and made to glue to the window from the inside, thus calling attention to the article displayed in the window. Psychologically that display meant nothing. It simply killed the display itself. There was no appeal,

Extracts from an address delivered on October 7 at the Annual Convention of the Window Display Advertising Association in New York.

Your 1927 Budget

NOW that you are selecting your advertising mediums for 1927, be sure to include Direct Advertising in your budget.

Direct Advertising is a mighty important medium. It deserves the best thought of your advertising manager and agency and should be executed by a printing house and bindery that confines itself to the production of *printing that sells*.

Advertisers and their agents are invited to consult with us while preparing their plans for 1927.

*"PRINTED SELLING,"
our own house organ,
is sent free to
Greater New York
Advertisers.*

**BRAUNWORTH & COMPANY,
INC.**

**60 BROADWAY
BROOKLYN, N. Y.**

Telephone Stagg 6300



no action, no benefit shown to the passerby and therefore no sales.

There are great numbers of such displays that cannot be used, no matter who the window trimmer is and how his windows are located. That is why retailers are forced to throw away many beautiful, artistic, costly displays. There is no sales punch or flexibility in these displays.

That is what is wrong with window display advertising material and that is the problem to try to solve. That is the problem to analyze and remedy. It is a task that can be accomplished if we will but stop to realize who is going to use this display material and then make it so it can be used. The mere spending of hundreds of thousands of dollars without thought, without study and analysis means very little, and the distribution of this costly display promiscuously to retailers, trusting that they will use it, may also fail. You can't trust everyone.

Here is another angle of the distribution that is wrong. On April 5 we received a display from one of the large manufacturers of a household utility. It was packed in a good strong carton. Upon opening it I found it to be a nice display with a very good background of small cards, etc. It was my intention to use it at a later date, for we have a system of laying out our window displays weeks and even months in advance, provided however in the layout an open date for any special display or one that we might overlook.

Three weeks later we received a letter from the company, enclosing advertisements to tie up with this display. Upon reading the advertisements, I discovered that they had appeared in magazines two weeks before the display had been mailed and four weeks before the company had notified us. We had lost the entire tie-up and you can imagine what happened to the display material.

As an improvement for this condition, let us start at the source of the problem; let us start with the window trimmer or better still with the 1,000,000 retailers who control the 2,000,000 show win-

o the
sales
such
d, no
mmer
cated
forced
l, ar-
is no
these
with
mate-
o try
m to
task
will
going
and
used.
is of
hout
lysis
stri-
pro-
sting
fail.
the
On
m
s of
cked
Upon
nice
ack-
was
later
lay-
eeks
pro-
an
y or
ived
clos-
with
ad-
they
two
been
the
had
can
dis-
con-
arce
with
still
who
vin-



Protect your packages all along the line

A PACKAGE sent by parcel post passes through many hands on the way to its destination. There are practically unavoidable chances of accident, error and theft. You cannot absolutely insure the safe arrival of a package, but you can insure yourself against financial loss in the event that it is lost, damaged or stolen. A North America Parcel Post Insurance Coupon Book will enable you to insure each package as you wrap it, without red tape or delay.

Insurance Company of North America PHILADELPHIA

Founded
1792

*"The Oldest American Fire and
Marine Insurance Company"*

Insurance Company of North America
Sixteenth Street at the Parkway
Philadelphia, Pa., Dept. W 107

Name
Street
City State

Wants information on Parcel Post Insurance



Give Him the Whole Story

in a

"LETTER-PACK-IT"

Reg. U. S. Pat. Off.



End the Nuisance of "Under Separate Cover"

No danger of "sidetracked" catalogs when you mail by the "Letter-Pack-It" method. No loss, confusion, delay or misdelivery. Your first class letter and your enclosure reach their destination all in one package. "Letter-Pack-It" envelopes and bags have two compartments. One carries your letter where it can't be overlooked. The other is for 2nd, 3d, or 4th class mail—catalogs, photos, blue-prints, newspapers, magazines or samples of merchandise. Easily inserted in a typewriter. Only one address to write. Inexpensive, practical, efficient. Envelopes are made in six standard sizes and imprinted to your order. Bags in two standard sizes. Send us sample mailing of your literature. We will return it promptly in proper size and style of "Letter-Pack-It," with prices on quantities desired.

Letter-Pack-It System

1260 Holden Ave.

Detroit Mich.

Established 1914

dows of the United States. Don't try to break into these windows, but try to enter the logical way. Face the retailer, state your case, co-operate with him and his display man. Ask him to help solve your problem and show him how he will benefit in the end. Find out what he can and will use and then by analyzing the opinions of these large groups, you can surely come to some conclusion.

Of course, there will be an expense, but still much could be done by correspondence, questionnaires, etc., and I wonder if the expense would be as great as the waste that comes from discarding displays that cannot be used. There always will be some waste as there is in all mediums of advertising but it can be cut down.

The Westclox people send out a folder showing a series of newspaper cuts, dealers helps, display stands and display material. They show how the display material will look when set up in the window and what it will mean in the promotion of sales. A postal card is enclosed in which a list of these helps is printed. The dealer simply has to check the items he wishes and mail the card. Then he receives the material that he can use and will use because he is going to have some idea of how to use it. He will have a chance to tie up with national advertising by advertising locally in the window and in the newspaper for he has all the information and supplies. The Remington Arms Company has a like system, as do many others.

Summing up the whole thing, here is what I would do if I were in the manufacturer's shoes.

First: I would get the good-will of the display man and the retailer, who control these windows, not by breaking into their windows but by presenting the facts, by co-operating with them and by educating them in what window display material will do for them.

Second: I would get the retailer's viewpoint, either by letter, questionnaire or by the salesman gathering important information when they are making their calls.

Third: I would eliminate waste by preparing the display material

Concentrated Coverage in the heart of "Portland's Trading Area"



**Four prominent national
washing machine manufacturers use
the Oregon Journal exclusively to
cover this territory!**

THE JOURNAL continues to lead as the prime factor in its field for nationally advertised household merchandise. Here's proof:

Since January 1, 1926, the following makes of washing machines have been advertised exclusively in the Journal:

**EASY WASHER
JOHNSON WASHER
THOR WASHER
ONE MINUTE WASHER**

This is emphatic evidence that manufacturers of nationally advertised household products realize the importance of "displaying their wares" through the columns of the paper that is the choice of the housewife—the purchasing agent of the home.

Advertising in the Oregon Journal is read by those you wish to reach. Circulation daily... **93,557**

Oregon Journal

Benjamin & Kentnor Company, Special Representatives

900 Mollers Bldg., Chicago 2 West 45th St., New York
401 Van Nuys Bldg., Los Angeles 58 Sutter St., San Francisco
1524 Chestnut St., Philadelphia

The CLIENTS of **BISSELL & LAND, INC.**

Allegheny Steel Co

Steel Products

BRACKENRIDGE, PA.

**American Cement
Tile Mfg. Company**

Roofing

PITTSBURGH, PA.

**American
Stainless Steel Co.**

Stainless Steel and Iron

PITTSBURGH, PA.

Bailey-Farrell Mfg. Co.

Plumbing Supplies

PITTSBURGH, PA.

**The Duff
Manufacturing Co.**

Lifting Jacks

PITTSBURGH, PA.

Follansbee Bros. Co.

Steel Sheet Products

PITTSBURGH, PA

L. B. Foster Co.

Track Equipment

PITTSBURGH, PA.

**National Steel Fabric
Company**

Fabric Reinforcement

PITTSBURGH, PA.

National Valve & Mfg.

Company

Power Piping

PITTSBURGH, PA

The Newton Steel Co.

Steel Sheets

YOUNGSTOWN, OHIO

Oil Well Supply Co.

Oil Field Equipment

PITTSBURGH, PA.

The Owen Bucket Co.

Clamshell Buckets

CLEVELAND, OHIO

**Pittsburgh Envelope
Company**

Complete Envelope Service
GREENSBURG, PA.

**Pittsburg Water
Heater Company**

Water Heaters

PITTSBURGH, PA.

**Sterling Wheelbarrow
Company**

Wheelbarrows and

Foundry Equipment

MILWAUKEE, WIS.

The Tri-Lok Company

Gratings and Treads

PITTSBURGH, PA.

Waverly Oil Works Co.

Industrial Oils and Greases

PITTSBURGH, PA.

BISSELL & LAND, INCORPORATED

337 BOULEVARD of the ALLIES, PITTSBURGH, PA.

so it would be flexible and fit the most windows.

Fourth: I would make the display interesting to the passerby, by showing the use, comfort, or benefit of the article displayed. I would use a simple formula as in writing an advertisement. The displays would have to be attractive, convincing, understood and believed.

Fifth: I would send out a folder showing how the display would look in the window, etc., with an enclosed card for the dealer to check and send in for the items he wishes. (If he isn't enough interested to fill out the card he will never use a display sent out to him.)

Sixth: I would send the display with information as to when I was doing any advertising, so the dealer could tie up with the national advertising at the proper time to the mutual benefit of all.

Seventh: I would follow up and urge the dealer to use the display. I would encourage him to send me a photo or write me a letter telling of his success with the display.

Eighth: I would check my distribution.

Ninth: I would listen to the advice of others, even down to the consumer. He may have some good ideas.

Tenth: I would be a member of the Window Display Advertising Association.

General Motors Form Sales Subsidiary

The General Motors Corporation, Detroit, has organized the Delco-Remy Corporation to take over the sale of the products made by the Dayton Engineering Laboratories Company, Dayton, Ohio, and the Remy Electric Division, Anderson, Ind.

Charles Pigott Dead

Charles Pigott, publisher of *Pigott's Bulletin*, New York, died last week at Brooklyn, N. Y., at the age of fifty-nine. In 1905 he organized the "Exporters' Encyclopedia," which he edited and owned until 1920. At one time he was with the *New York Journal of Commerce*.

Joins Lyddon & Hanford

George L. Cooper, formerly with Best & Company, New York, has joined the New York office of the Lyddon & Hanford Company, advertising.

York County, Pennsylvania,

a highly diversified agricultural Community (14th in U.S. in agricultural wealth) as well as a highly diversified industrial center (third in Pennsylvania in diversity), with an annual pay roll in excess of thirty three millions of dollars,—where times are never bad and people always have plenty of money to spend for desirable things.

Covered as a whole completely and intensively only by

The York, Pa. Gazette and Daily

with its extraordinary reader confidence.

Howland and Howland

National Representatives

NEW YORK

393 Seventh Ave.

CHICAGO

360 North Michigan Avenue

PHILADELPHIA

Ledger Building

Influence

Advertise in the paper that has grown up with San Francisco and has been an influence in the community for 61 years.

REPRESENTATIVES

Williams, Lawrence & Greener, 285 Madison Ave., New York City; 380 N. Michigan Ave., Chicago; R. J. Bidwell Co., Times Bldg., Los Angeles; Henry White, Stuart Bldg., Seattle.

San Francisco

Chronicle

For a fresh note in your mail advertising use our special process of printing in color on antique paper. *Caledonia 6076*



CURRIER & HARFORD
LTD · 468 FOURTH AVE., N.Y.C.
SELECTIVE ADVERTISING

Publishers Will Gain from Government's Fraud Clean-up

S. ROLAND HALL
EASTON, PA., Oct. 1, 1926.

Editor of PRINTERS' INK:

I have read, with much interest, the article "Why Pick Out the Publisher?" by Edward L. Greene, director of the National Better Business Bureau, in your issue of September 30.

While I have much respect for the experience of the Better Business Bureau in the campaign for more trustworthy advertising, I fail to see why the aid of the Federal Trade Commission in a movement directed at publishers should not be a great aid to the Bureau in an undertaking that we know is a tremendous one.

The careful, conscientious publisher has nothing to fear. The one who should and will tremble is the publisher who is determined "to get by" with both good and bad advertising as long as he can. An acquaintance of mine in close contact with a large group of publishers admits regretfully that we still have more than a few of such publishers.

I'll not undertake to discuss the entire subject but should like to have the privilege of passing my comment on a few points raised by Mr. Greene.

"Can the publisher determine what is fraudulent copy?" asks Mr. Greene. I'll say that he can in a great many cases. The hair-splitting cases do not constitute the most distressing examples. The alarming thing is that much open-and-above-board fraudulent copy, easily identified as such by any high school boy, has been published recently by a good list of publishers.

In the year 1925 I spent a great deal of time and a fair sum of my own money trying to dissuade a list of publishers from running copy exploiting a preparation that would—in the advertiser's language—"kill the germs that lead to consumption." Where is the publisher that does not know this statement to be a cruel untruth? Yet a number of publishers dropped the advertising with some reluctance, and some dared to run it after the copy was disapproved by the Better Business Bureau.

There are other examples of equally clear fraudulent advertising that I could name. I deal with the tuberculosis preventive because in this we have an example that no one can successfully defend. It got wide circulation through the ready co-operation of many publishers, not all of whom are in the group of "little fellows."

Every seasoned advertising man knows publishers that do determine what is fraudulent copy. These gentlemen have kept their columns clean for years, have protected their readers from imposition and have actually prospered in following this policy.

I have heard publishers use the argument that they cannot tell what is fraudulent and what isn't. I have observed this same group being exceedingly careful not to let a sentence slip through the business office that

Dairymen's League News

Favorite 5-Passenger Sedan

\$595



Better Quality for Less Money

To Sell Motorcars or Overalls

Always Win the Leaders First

Dairymen's League News

Stronger Overalls



Guaranteed for 1

IN every community, there are men who lead and men who follow. In "The New York City Milk Shed," the dairymen who lead are almost without exception members of the Dairymen's League and subscribers to the paper which they own and control.

These are the men who have organized and financed the huge co-operative dairy organization which supplies the largest milk market in the country. They are men of courage and conviction, active farmers milking an average of 16 cows, each.

A request will bring Sample Copy and Rate Card.

Dairy farms of this area supply New York City with fluid milk

"The Dairy Paper of the

New York City Milk Shed"

DAIRYMEN'S
League
NEWS

New York
129 West 42nd Street
W. A. Schreyer, Bus. Mgr.
Phone Wisconsin 6051

Chicago
19 S. La Salle St.
John D. Ross
Phone State 3652

House Organs



*Helpful copies of our House Organ production
will be sent on your request*

ARROW PRESS, INC.
318-326 West 39th Street • New York



**CHAIN STORE
AGE**

93 Worth Street

New York City

would offend some of their most dependable space-buyers. Their eyes are keen for one kind of dangerous copy but very dull for another.

Of course, we ought to have all the checks possible against the use of direct-mail methods by crooks. But the Post Office Department holds that it is powerless to throw out certain types of frauds as long as the transaction is not completed through the mails, or until some person defrauded by the advertiser will furnish evidence. It will not even take cognizance of the fact that no cure or preventive has been found for tuberculosis. If the advertiser finally makes his sale through the drug-store, he can use the mails and even enjoy the advantage of second-class circulation, through the ready assistance of publishers. Evidently we need specific postal law directed at other things besides nude pictures, libelous statements, etc.

Here is one big fact that our careless publishing friends should weigh: they enjoy a preferred postal rate on the ground that the press (this term includes all kinds of publications) is an educator. When the publisher so far forgets himself as to use this privilege for the dissemination of fraudulent or dangerous misinformation, he is playing fast and loose with a cherished privilege.

I, for one, am in favor of having all the aid we can get from the Federal Trade Commission and the Post Office Department in keeping the obviously fraudulent and disreputable advertisers out of the mails. It will take us a few years to get through even this list. By that time we may have learned how to deal with the advertiser who merely stretches the truth a little about a corn cure or a razor blade.

As an advertising agent, I surely do not object to the Federal Trade Commission or the Post Office Department proceeding against a fellow advertising agent who helps to forward the interests of a fraudulent or unworthy advertiser.

A careful, conscientious publisher has something to gain and nothing to lose by having the black sheep of his flock labelled and the careless, thick-skinned chaps taught to be careful. A few old-fashioned spankings would improve eyesight in many publishing offices.

S. ROLAND HALL.

San Francisco Agency Adds to Staff

Frank L. Parrill and Melville W. Erskine have joined the Drury Company, San Francisco advertising agency, as account executives. Mr. Parrill was formerly with Hammel, Sutphen & Freiberg, Los Angeles, and at one time he was sales promotion manager of The Prest-O-Lite Company, Inc., Indianapolis. For the last twelve years Mr. Erskine has been manager of W. W. Erskine, Inc., California distributor of office appliances.

Think of— **Cedar Rapids, Iowa**

Where that positive indicator of prosperity—new construction—is most evident.

The city of 57,000 people with a new construction program calling for more than \$12,000,000 well under way and much more in prospect.

The prosperous city in the prosperous section of a basically prosperous state, served in a most thorough manner by the dominant newspaper in the field—

The Evening Gazette

Represented by
ALLEN-KLAPP CO.

489 5th Ave.
New York

Tribune Tower
Chicago



*Sell and prove
first—advise
afterward*

Marquis Regan

Not being tangled up in the manufacturer's sales routine, we can concentrate on practical sales strategy. Our own field men work out the sales attack and prove it with orders!

MARQUIS REGAN Incorporated
SALES COUNSELORS • 270 MADISON AVE. N.Y.

Only organization of its kind. Retained, in confidence, by leading corporations who testify to substantial benefits. Fee basis. Not an advertising agency. Write or telephone for appointment.

Slogans Used by Insurance Advertisers

HARTFORD FIRE INSURANCE COMPANY
HARTFORD, CONN.

Editor of PRINTERS' INK:

I wonder if I may have a copy of the list of slogans used by insurance companies and insurance agents. A large number of our agents use slogans and if your index of slogans contemplates keeping the small fellow in a small community from using the same slogan used by somebody else, we can probably refer a number of requests to your index department.

I wonder if I may have a copy of the list of slogans used by insurance companies and insurance agents if you have one.

HARTFORD FIRE INSURANCE COMPANY,
J. W. LONGNECKER,
Advertising Manager.

A SEARCH through the records of the PRINTERS' INK Clearing House of Advertised Phrases reveals that seventeen slogans used by insurance companies, brokers and agents are registered. These slogans are:

Are You Aetna-ised? Aetna Life Insurance Co., Hartford, Conn.

Burglars Know No Season. Standard Accident Insurance Co., Detroit, Mich.

Cheaper Insurance Is Easier to Purchase But Harder to Collect. Standard Accident Insurance Co., Detroit, Mich.

Fire Insurance Is as Old as the Sun. Sun Insurance Office, New York.

First in Life—First in Death. Detroit Life Insurance Co., Detroit, Mich.

Get the Best in the World. World Fire and Marine Insurance Co., Hartford, Conn.

Its Name Indicates Its Character. The Lincoln National Life Insurance Co., Fort Wayne, Ind.

Light That Never Fails. The Metropolitan Life Insurance Co., New York.

Live and Die With Assurance. Maryland Assurance Corp., Baltimore, Md.

Policies "Good as Gold." London Life Insurance Co., London, Ont., Canada.

Protection for Employer and Employee. American Mutual Liability Insurance Co., Boston.

Protection With Profit. Great West Life Assurance Co., Winnipeg, Manitoba, Canada.

The Prudential Has the Strength of Gibraltar. Prudential Life Insurance Co., Newark, N. J.

Real Estate and Insurance Headquarters for Fifteen Years. Richey & Casey, San Antonio, Texas.

Safety With Saving. Mutual Union Automobile Insurance Co., Seattle, Wash.

Service That Satisfies. The Em-

ployers' Liability Assurance Corp., Ltd., Boston.

Wise Men Seek Wise Counsel. Employers Liability Assurance Corp., Ltd., Boston.

Many slogans that are being used by insurance companies and their agents are not included in the Clearing House. These slogans if called to our attention will be gladly registered in the PRINTERS' INK slogan registry without charge.

Mr. Longnecker brings up the question of "keeping the small fellow in a small community from using the same slogan used by somebody else." It is not the purpose of the PRINTERS' INK Clearing House to prevent anyone from using a particular slogan. The purpose of the Clearing House, which was inaugurated in June, 1919, is to help prevent the duplication of advertised slogans. We have been able to inform many advertisers that slogans they contemplated using and about which they queried us were being used by someone else.

PRINTERS' INK has now a record of over 4,500 advertised slogans. This is the most complete list of its kind of which we know. The Clearing House is an open record, and can be consulted by anyone. There is no charge for the service. PRINTERS' INK, however, cannot act as a court for settling slogan disputes.—[Ed. PRINTERS' INK.]

Increase in Mail Order Sales

Sears, Roebuck & Company report sales of \$21,647,835 for September, against \$19,359,165 for that month last year, a gain of 11.8 per cent. Sales for the first nine months of this year were \$187,885,758, compared with \$171,622,003 for the corresponding months in 1925, an increase of 9.5 per cent.

The sales of Montgomery Ward & Company for the last month were \$16,259,002. This compares with \$15,477,307 in September, 1925, a gain of 5.1 per cent. The sales for nine months this year amounted to \$136,126,697, against \$120,547,736 for the similar period last year, which is an increase of 12.9 per cent.

T. E. Fluharty Dead

T. Edgar Fluharty, president and founder of the Maryland Lithographing Company died recently in that city.



Our unique equipment is well worth your inspection. Drop in any time. No obligation is involved.

GILBERT P. FARRAR *Associated with*
**NEW YORK MONOTYPE
 COMPOSITION CO., INC.**

*Publication and Advertisement
 Composition and Layouts*

461 EIGHTH AVENUE, NEW YORK, N. Y.
 PRINTING CRAFTS BLDG. Tel. Lack. 7865-6.



Showfolks:



*are Traveling
 Broadcasting
 Stations of
 Popular
 Merchandise!*

SUPPLYING the people of the amusement world with their steady demand for the best is profitable in every line of merchandise. And often leads to national demand for some popularized item.

Sell the Show Folks—the World's Most Influential People through

The Billboard

The ONLY Amusement Weekly
 with A. B. C. rating

1500 Broadway, N. Y. City
 Chicago Cincinnati

Schools for Dealers and Retail Clerks

HARLEY-DAVIDSON MOTOR COMPANY
 MILWAUKEE, WIS.

Editor of PRINTERS' INK:

We are planning a sales school to train salesmen for Harley-Davidson dealers, and while we have a general knowledge of how to conduct such a school, we know that we can learn a great deal from the experiences of other organizations.

We shall very much appreciate any assistance you may be able to give us. Can you furnish us with a list of articles on sales schools that have appeared in *PRINTERS' INK* or *PRINTERS' INK MONTHLY*? Can you give us the names of organizations which make a practice of conducting sales schools?

We repeat that whatever service you may be able to render will be gratefully received.

HARLEY-DAVIDSON MOTOR COMPANY

SEVERAL articles have appeared in *PRINTERS' INK* and *PRINTERS' INK MONTHLY* telling how manufacturers are conducting sales schools. Two systems are being used at the present time. Courses are given either at the factory and branch offices or are conducted by mail. Whether a training course should be conducted at special meeting places or through the mail is determined by the character of the product, the number of distributors, the completeness of the course, the type of dealer and clerk, etc.

Companies such as the Eastman Kodak Co., Ritter Dental Manufacturing Co., National Cash Register Co. and the Estate Stove Co. maintain courses for their dealers' salesmen within their plants or branch organizations. The advantage of this method is that it enables clerks to view the manufacturing process.

The Armstrong Cork Co., the P. A. Geier Co., the House of Kuppenheimer and the National Lumber Manufacturers' Association educate retail clerks by mail courses. The Armstrong Cork Co. once secured the enrolment of 3,145 clerks. We might point out here that a big advantage of the mail course is that clerks in small towns and out-of-the-way places can easily be reached.

Articles that have appeared in



INDIANA..... *the bright spot!*

INDIANA LEADS—Had you ever thought of Indiana as the greatest Onion producing state of the Union? The U. S. Bureau of Agriculture places Indiana in the lead—ahead of Texas, with seven times Indiana's area. Yet Onions is one of Indiana's minor crops. Indiana farmers are not dependent on any one crop for their yearly revenue.

The consistent practice of diversified farming gives the farmers of the state a regular, dependable income, year in and year out. A general crop failure has never been known in the history of Indiana farming. It is "The State Without Crop Failures."

THE GUIDE LEADS—The eyes of the advertisers are focused on Indiana. This is indicated by the volume of advertising lineage carried during the month of July by Indiana's great farm paper—

The Indiana Farmer's Guide

Paid Circulation Now 150,000 Weekly

Figures in *Printers' Ink* of Aug. 26 show that *The Guide* leads in July advertising lineage, all regular or general farm papers published between the Atlantic and the Rockies, with the exception

of one paper published in a northwestern state of much larger area than Indiana.

The *Guide* heads the list of all farm papers for gain in advertising lineage for the first six months of 1926.

A PROSPEROUS MARKET

Advertisers will find ready sales for their lines in the Indiana Farm Market. The Indiana Farmer's Guide reaches 150,000 farm homes in this field every week. The farm homes of Indiana can not be ef-

fectively and thoroughly covered without the use of *The Guide*. It is the one and only medium which efficiently serves the Indiana Farm Field. Write for detailed information of any nature.

The Indiana Farmer's Guide, Huntington, Indiana

B. Kirk Rankin, Publisher

Represented by

Wm. G. Campbell, Gen. Mgr.

Kansas City Chicago JAMES M. RIDDLE CO. New York San Francisco

An Invitation



If you cannot come over to our plant in Long Island City, we shall be glad to come to you, to show and tell you more of the method that produces beautiful printing. Just give us a ring.

OFFSET GRAVURE CORPORATION

110 Seventh Avenue
Long Island City, New York

Astoria 7101

Advertise in Student Papers

We are prepared to furnish complete information, rates, etc., to advertisers interested in

COLLEGE DAILY PAPERS
COLLEGE WEEKLY PAPERS
HIGH SCHOOL PAPERS
BOYS' PREP SCHOOL PAPERS
HUMOROUS MAGAZINES
CANADIAN COLLEGE PAPERS
ALUMNI PUBLICATIONS

Tell your advertising agent to
"Ask the Collegiate"

USA

Established 1913

**COLLEGIATE SPECIAL
ADVERTISING AGENCY, Inc.**

583 FIFTH AVE., NEW YORK
612 No. MICHIGAN AVE., CHICAGO

PRINTERS' INK and PRINTERS' INK MONTHLY pertaining to sales schools maintained by the companies mentioned and others have been sent to our inquirer in the form of a bibliography. Copies of the list may be had for the asking.—[Ed. PRINTERS' INK.]

Survey Shows New England Needs National Advertising

New England needs the support of more aggressive national advertising to bring its industries, its recreational resources, its economic advantages as an industrial and commercial center, and its importance as a distributing territory to the attention of business interests and the public in general. The need for such advertising is based on a survey which has just been completed by the research committee of the New England Council.

The results of this survey were announced at the third quarterly meeting of the Council, which was held recently at Bretton Woods, N. H. A. Lincoln Filene, chairman of the committee, reported that New England was being prevented from becoming more prosperous because of the failure of manufacturers to meet customer preference and an outworn system of distribution, which was pursued because it was traditional.

Mr. Filene expressed the opinion that by strengthening these weaknesses and by greater use of advertising to build good-will for New England and its products, the handicaps which are holding back its full share of prosperity would be overcome.

Louisville "Herald-Post" Appoints Business Manager

The Louisville, Ky., *Herald-Post* has appointed Bert N. Garstin as business manager. Mr. Garstin recently conducted a publishers' representative business at New York and formerly was in charge of local display advertising of the New York *Evening Post*. He was at one time business manager of the Detroit *Times*.

Death of Charles T. Donnelly

Charles T. Donnelly, of John Donnelly & Sons, outdoor advertising, Boston, died recently at Winthrop, Mass. He was fifty-eight years old. For the last thirty-five years, Mr. Donnelly had been in the outdoor advertising business.

Atlanta "Georgian" Appoints Bryant, Griffith & Brunson

The Atlanta *Georgian* and *Sunday American* have appointed Bryant, Griffith & Brunson, Inc., publishers' representative, as their national advertising representative in the South.

To Four-Color Advertisers!

Your advertisements are now appearing in leading magazines in the infinite variety of color given by four-color process.

Without change of plates, your same colorful message may be told to the half million readers of *Southern Agriculturist* in any desired issue.

No expensive units to buy.

No waste circulation to buy.

No waiting for others to buy.

Presswork and color values guaranteed first-class magazine grade and true to original. Sample of presswork on request.

Do you realize that *Southern Agriculturist* subscribers are practically as accessible as city and suburban circulation, as eighty per cent are located within the trading areas of the leading Southern markets?

Thus a four-color advertisement in *Southern Agriculturist* extends your sales to this rich buying market without a cent of added merchandising cost.

Let us tell you about our plan for special four-color cooperation.

Southern Agriculturist

"THE GIANT OF THE SOUTH"

B. KIRK RANKIN, *Publisher*

Nashville, Tennessee

JAMES M. RIDDLE COMPANY, *Special Representative*

Chicago

New York

Kansas City

San Francisco

What More Will You?

The Giant Letter—

1. attracts attention
2. gets read
3. produces action

SIZE alone distinguishes the Giant Letter from the run of the morning mail. Its uniqueness insures maximum attention. The fact that it is *interesting looking* and *easy to read* levels two more barriers to successful direct by mail work.

Granted your message has a certain importance, you may be *sure of a return way above the average*.

Giant Letters pull best in the 17" x 22" size, and are most economical in quantities of 100 to 10,000; illustrations and colors may be used.

Full details on the use of Giant Letters, prices, samples, etc. on request.

THE NATIONAL PROCESS COMPANY, Inc.

218 West 40th Street

New York, N. Y.

GIANT LETTERS

A Bank Advertises Its Reasons for Advertising

NOT only does the National Newark & Essex Banking Company, Newark, N. J., advertise but it has made its advertising a copy theme. The bank is frequently questioned as to why an old institution with prestige and the confidence of the community should find it necessary to advertise its service.

These inquiries have been put to the bank so often that paid space has been taken to answer them. In an unusual advertisement, the bank succinctly explains its attitude. This is done in a manner that should commend itself to other businesses.

The advertisement follows:

A BANK TALKS

Why does the National Newark and Essex Banking Company advertise?

Why does the oldest bank in the State and the largest national bank in the State have to advertise?

These are questions we are often asked. We will tell you.

Years ago we did our advertising by word of mouth entirely. Family connections ruled in Newark business. We made loans then as we do today, on character and ability, and if John borrowed \$1,000 when he started in business and in time became the head of a great firm, as he did, he did our advertising for us.

Newark now grows by leaps and bounds. Newark business men are becoming, more and more, strangers to each other. We hold the old families. It is to the young and to the stranger that we advertise. Otherwise we might well expect the experience of Joseph in Egypt when "There arose an order that knew not Joseph."

The results of advertising? You cannot meter the gains of advertising, although our deposits recently reached the highest point in our 122 years of history.

This in brief is why the "old bank" advertises.

R. E. Bryan Joins "Chain Store Age"

R. E. Bryan has joined the advertising staff of *Chain Store Age*, New York, as manager of the chain general merchandise section. He recently was chain store sales manager of McCawley & Company, New York and Baltimore, and was formerly with the American Wholesale Corporation, Baltimore.

ACTION



"The Art of Typography"

WHEN the publication closing hour is near and action is needed—get in touch with "A-C". Here apparent impossibilities are daily possibilities. Here the unusual is often performed. Be convinced!

Investigate!

ADVERTISING-CRAFTSMEN

132 West 31st St., New York

PENNSYLVANIA 8789-8790

METAL PRINT CRAFT



--the art of reproducing designs, words and numbers on metal - printed, lithographed, etched, embossed, engraved, stamped, cast, or enameled in a variety of colors and finishes.

Metal Print Craft has been developed by Grammes in the effort of elevating the standards of quality in Name and Number Plates, Display Stands, Advertising Signs and Specialties, etc.

"The Story of Metal Print Craft" is interestingly told between the covers of an attractive booklet. Tell us where to send your copy.

L. F. Grammes & Sons

370 Union St.
New York City
25 West 43rd St.

ALLENTOWN, PA.
Philadelphia
City Centre Bldg.

Are you one of these men?

A well established, fully recognized 4-A Advertising Agency near Chicago has opportunities for two up and coming young men who can write copy and know the mechanics of advertising.

We prefer men who have had experience in the advertising or sales department of a National Advertiser.

One of these fellows must know something about the construction and application of Power Farming Machinery.

Both must have well founded merchandising sense.

Write in full, stating age, education, experience, religion, and salary required.

Replies will be held in strict confidence.

Address "U" Box 281,
Printers' Ink

Publishers to Address Outdoor Advertising Convention

THE publishers of three Atlanta newspapers are scheduled to speak at the thirty-sixth annual convention of the Outdoor Advertising Association of America, Inc., which is to be held at the Atlanta Biltmore Hotel, Atlanta, from October 18 to 23. F. A. Wilson-Lawrenson, publisher of the *Atlanta Georgian*, will discuss "The Relationship Between Advertising Media" and Clark Howell, publisher of the *Atlanta Constitution*, will talk on "The Newspaper as an Indicator of Business Trends." Major John S. Cohen, publisher of the *Atlanta Journal*, will discuss "The Newspaper and Its Place in Modern Business."

Preceding the opening of the convention, a final meeting of the outgoing board of directors will be held, at which Kerwin H. Fulton, chairman, will preside. A meeting of the new board, to be elected, will be held at the close of the convention. Mr. Fulton also will preside at the meeting.

A feature of the convention will be the report of the plan and survey committee on the five-year construction program, which will be discussed from every possible angle. Outdoor advertising's place in merchandising and distribution also will receive particular attention during one of the sessions. Definite methods of increasing this medium's effectiveness and selling power will be taken up.

F. A. Whipple Appointed by Hoyt Agency

Frank A. Whipple is now western Massachusetts manager of the Charles W. Hoyt Company, advertising agency. His headquarters is at the Springfield office where he succeeds Arthur E. Hobbs who has joined the New York office. Mr. Whipple formerly had been with The Manternach Company, Hartford advertising agency.

Appoints Montreal Agency

The French Line has appointed the Canadian Advertising Agency, Montreal, to direct its Canadian advertising.

A T A

Service Book

Thirty-two Pages
of **TYPOGRAPHY**
by Twelve
TYPOGRAPHERS

Published for the Convenience of the PRODUCTION MANAGER,—containing a ready-reference assortment of the Standard TYPES & their Accessories, together with Various Information pertaining to the Ordering and Producing of ADVERTISING COMPOSITION as practised by the

NEW YORK GROUP of

Advertising **Typographers of America**

ABOVE is the title page of a book which should be in the hands of all Production and Advertising Managers. It contains valuable information of use to Agency Mechanical Departments and advertisers' publicity departments, and seeks to familiarize production managers and all those engaged in producing advertisements with the

New York Group of
ADVERTISING TYPOGRAPHERS OF AMERICA
461 Eighth Avenue, New York

This book will be sent upon receipt of 50c in stamps or coin

Copy & Art Director

Will back his ability with
\$10-\$15,000 Investment

A high rated agency or a complete printing establishment would find this man's fifteen years' experience a valuable asset, for he could also make a good showing as a production manager and marketing counsellor, too.

At present he is working in New York for one of the largest advertising organizations, and consequently serving the biggest national advertisers. So a number of the most capable advertising men would be glad to vouch for his ability.

This man is thirty-five years young. An aggressive, clean-cut Christian, college trained; and also happily married.

Investment within six months if mutually satisfactory. Initial salary \$12,000.

All correspondence confidential. Address "W," Box 283 Printers' Ink.



Something New in Creating Good Will and Developing Sales

The smart appearance and usefulness of pipes, imprinted with your name, makes select prospects remember your house.

Made of imported briar root with superior workmanship, yet inexpensive in cost, these reminder pipes hold and build good will long after other types of advertising may be forgotten.

Many prominent national advertisers are numbered among the consistent users of this excellent sales stimulator.

Further particulars given upon request, incurring no obligation.

L. & H. STERN, INC.
Manufacturers
212 Fifth Avenue, New York

Eighth District Convention Program

The Eighth District of the International Advertising Association which includes Minnesota, North Dakota and Montana, has completed its program for its annual convention to be held at Minneapolis on October 11 and 12. The program follows:

October 11, morning session: Stephen Q. Shannon presiding; "District Activities," John N. DeWild, chairman of the Eighth District; "More Business Through Advertising," C. K. Woodbridge, president, International Advertising Association, and "Getting Your Message Over to the Other Fellow," A. M. Candee, advertising manager, National Enameling and Stamping Company.

Afternoon session: Guy H. Cleveland, general chairman of the convention, presiding; "A Recent Survey of a Branch of Retail Advertising," Professor H. J. Ostlund, University of Minnesota; "Industrial Advertising," Horace S. Vaile, McGraw-Hill Publishing Company and "Marketing a New Product," W. R. Patterson, Pabst Corporation. Charles C. Younggreen, vice-president of Klau-Van Pietersen-Dunlap-Younggreen, Inc., Milwaukee, will speak on "The Scope of National Advertising."

Evening session: John Lapham, presiding; "St. Paul 'Peptomism' in Advertising," Edward F. Flynn, Great Northern Railway, and "Advertising Club Work in Europe," Mr. Woodbridge.

October 12, morning session: Hart Anderson, presiding; "Advertising from the Rural Standpoint," Ludwig I. Roe, publisher, the Montevideo, Minn., *Newspaper*; Arthur A. Hahn; "Helping the Retailer to Sell," J. Sidney Johnson, Western Grocer Company, and "Who Pays for Advertising?" Rhey T. Snodgrass, advertising manager, St. Paul *Pioneer Press*.

Afternoon session: Earl Bowman Field, of the S. D. Warren Company, will be the speaker at this session which will be devoted to business matters and election of officers.

Technical Publicity Association to Meet

"Business Paper Ideals," will be discussed by F. J. Frank, president of the United Publishers Corporation, at the first fall meeting of the Technical Publicity Association on October 13, at the New York Advertising Club. G. Lynn Sumner, president of the G. Lynn Sumner Company, Inc., will speak on "Shifting Industrial Markets."

Forms Advertising Specialty Business

R. R. Noland, advertising manager of Foot, Schulze & Company, St. Paul, has organized the Entee Company, advertising specialties, with offices at St. Paul and Minneapolis.



A Money-Making Location for a Live Industry

(Hudson River, Opposite 96th St., New York)

Land or Buildings, for Sale or Lease

OFFERS unusual advantages. 635 feet river frontage with riparian rights. Ocean steamship pier. Free lighterage. Buildings occupy about one-fourth of property. Heavy mill construction; ample floor space. Vacant land for storage or expansion.

Private railroad sidings connecting with eight trunk lines. Steam heat. Power plant. Fully sprinklered. Low taxes and insurance. Good roads. Convenient to new vehicular tunnels and close to the new electric ferry. Abundant labor.

Owing to concentration of manufacturing in our New England plant this property is for sale or lease; all or part; land or buildings.

Co-operation with our broker invited.

*For Complete Information
Address, General Manager*

LEVER BROTHERS COMPANY

(Owners)

Cambridge, Mass.

Do You Want Sales in Canada?

A Canadian sales organization headed and manned by men with exceptional drug trade connections and merchandising experience is open to give live representation on one or two All-Canada agencies for druggist trade products, specialties preferred.

Will consider only substantial propositions from concerns of established reputation and responsibility.

If you want to realize on the potentialities of the Canadian market give your product the benefit of capable, experienced sales effort and merchandising knowledge.

Write in fullest confidence to:

"MUTUAL"

care of

Bank of Nova Scotia
132 Church St., Toronto, Ont.

Production—

Thoroughly experienced in type, engraving and printing—30 years of age—married and a college graduate... Responsible and capable of handling an unlimited amount of detail—

PRINTERS' INK, Box T-280

Sales Executives to Discuss Distribution

Both the morning and afternoon sessions of the opening day of the convention of the American Management Association, which meets on October 11, 12 and 13, at Cleveland, will be given over to a discussion of distribution methods by sales executives.

"Selling Through the Manufacturer's Own Retail Stores," will be discussed by R. C. Hay, general sales manager of Rice & Hutchins, Inc. L. C. Rockhill, general sales manager, The Good-year Tire & Rubber Company, is to speak on "Industrial Selling." A talk on "Selling Through the Jobber" is to be given by H. W. Prentiss, Jr., vice-president and general sales manager of the Armstrong Cork Company, linoleum division. O. B. Westphal, vice-president and general sales manager of the Jewel Tea Company, Inc., will have for his subject, "Selling Direct to the Consumer."

R. B. Flershem, vice-president and general manager of sales of the American Radiator Company, is to preside at the morning session, while the afternoon meeting will be presided over by Fowler Manning, director of sales of The Hoover Company.

"Money Making," a New Magazine

A new monthly magazine, *Money Making*, has been published by The Cousrad Company, Inc., New York. The first number was issued in September. C. A. Brockaway is advertising manager and R. W. DeMott is business manager of the new periodical.

Joins M. C. Mogensen & Company

Edward L. Kimball, recently advertising manager of the Eugene, Oreg., *Guard*, has joined the San Francisco office of M. C. Mogensen & Company, Inc., publishers' representative, as assistant to the general manager.

Electric Refrigerator Account for Sackheim & Scherman

The American Electric Corporation, New York, manufacturer of electric refrigerators, has placed its advertising account with Sackheim & Scherman, Inc., New York advertising agency. Newspapers are being used.

H. J. Detterich Joins Roche Agency

H. J. Detterich, formerly with McKinney, Marsh & Cushing, Inc., Detroit advertising agency, has joined the copy staff of the Roche Advertising Company, Chicago.

C. F. Chatfield Leaves Barron G. Collier, Inc.

C. F. Chatfield, for the last ten years with Barron G. Collier, Inc., acting during various periods as manager of the department serving advertisers throughout the country and as district sales manager, has resigned. Previously he had been advertising manager of the Newark, N. J., *Star*. At one time he was vice-president of the former M. J. Shaughnessy Company, advertising agency.

Printers' Ink
Sept 16, 1926

*and
now*

To Represent Business* Papers with CAMPAIGNS that SELL

- SELL in a double sense;
- SELL the space of the publication and keep it sold;
- SELL the product of the advertiser and keep it moving.

This plan gets *contracts* instead of orders. It *attracts* advertisers instead of forcing them, and it *holds* them.

Business or Trade Publications seeking real advertising representation should investigate this proposition now.

CAMPAIGNS that SELL have solved many sales problems during my years of sales and service contacts.

Review my experience. Let me use it for you. It will pay.

This service will be available to non-competitive publications only.

Until my group is organized I will serve advertisers or agencies with CAMPAIGNS that SELL. An inquiry will incur no obligation on your part.

**Publishers in all fields have prospects difficult to approach and hard to convince. Let's get them and hold them with CAMPAIGNS that SELL.*

C. F. Chatfield

Room 1009

229 Fourth Avenue

Telephone Stuyvesant 7620

New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1883 by George P. Russell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK
CITY. TELEPHONE: ASHLAND 6500. President
and Secretary, J. I. ROMER, Vice-President,
R. W. LAWRENCE, Treasurer, DAVID MARCUS,
Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank
Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building,
Geo. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building,
A. D. McKINNEY, Manager.

San Francisco Office: 364 Market Street,
M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto,
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60;
quarter page, \$30; one inch, minimum \$9.10;
Classified 65 cents a line, minimum order \$3.25.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

C. B. Larrabee	Roland Cole
E. B. Weiss	Andrew M. Howe
Thomas F. Walsh	James C. McGrath
H. W. Marks	

James H. Collins, Special Contributor

A. H. Deute, Special Contributor

John Allen Murphy, Special Contributor

Chicago: G. A. Nichols

D. M. Hubbard

Russell H. Barker

Washington: James True

London: Thomas Russell

NEW YORK, OCTOBER 7, 1926

Is Store Selling Too Easy?

George Allison, president of the Everwear Hosiery Company, of Milwaukee, declares in a recent PRINTERS' INK MONTHLY article that retailers can easily defeat the hosiery canvasser if they will have full lines of merchandise and use at least reasonably aggressive salesmanship. There are few, we believe, who will question the soundness of Mr. Allison's statement. But we venture to assert that there will be some difference of opinion as to what constitutes good salesmanship.

One of the very fundamentals of good selling, retailers are being told these days, is to have the goods well displayed and properly

price-ticketed for customers.

"Place your hosiery on tables in the aisles, one price to a table," a certain manufacturer advises his customers, "and you will be agreeably surprised to see how many of your customers actually sell themselves hose."

One of our staff writers, seeing the announcement, went to the hosiery sections of three large department stores to see how the principle works out. It is as old as the hills and manufacturers and jobbers have been recommending it years without end. But the PRINTERS' INK man wanted to get an idea of just how far good store displays performed the work or took the place of salesmen. He reports to us that fully half of the sales in each department while he was there were made by the women to themselves.

We later suggested to the hosiery buyer in one of the stores that this was not altogether good salesmanship because it made things too easy for the salespeople. They did not have an opportunity to sell their customers on the merchandise. The buyer cordially agreed and said he was going to try to abridge his aisle displays to a place that would require more selling effort.

It is not our purpose here to criticize good store displays. There should be more of them. But when they are permitted to take the place of saleswomen in a competitive line such as hosiery that is sold so widely by canvassers they have their elements of danger. Canvassers wend their way from door to door and tell people about the merits of their line. The price ticketed display in the store says nothing.

This may be regarded as a minor point. But it is one of the many that are causing some thoughtful merchandisers to believe that retail selling is often made so easy that it is not selling at all.

We believe Mr. Allison will accept this addition to his very sensible suggestion that the dealer should confine himself to a few good makes of hosiery, thus being able to have a full range of colors and sizes.

Reflex Action in Advertising

more importance than its direct influence.

Out in California there are nearly 15,000 citrus growers. Of that number, 11,000 or 75 per cent are members of the California Fruit Growers Exchange. In 1896 the Exchange marketed less than one-fourth of the State's citrus crop. In 1925 it handled more than three-fourths of it, or something like 20,000,000 boxes of fruit. All the money paid for this fruit goes back to the growers, less expenses. Expenses last year amounted to 2.4 per cent of the delivered value—two cents and four-tenths out of every dollar for all Exchange costs.

Outside the Exchange there are about 3,500 growers who marketed last year 6,000,000 boxes of fruit. The present members of the Exchange believe that the expenses would be no more and possibly less if the entire crop were to be marketed through it. How are these 3,500 growers to be persuaded that marketing their fruit through the Exchange will be advantageous to them?

By advertising.

For the first time the 11,000 growers, who are the California Fruit Growers Exchange, have decided to undertake a campaign of advertising in the citrus belt newspapers in their own interest. Its three-fold purpose is to educate themselves into an appreciation of the marketing advantages of their own organization, to stimulate members into urging their neighbors to join and to make a direct bid to outside producers. A series of fourteen advertisements to be run in all the daily and weekly newspapers in the citrus districts of California began on September 9. A special appropriation has been made for the purpose.

In other words, the 11,000 growers of the State, who are the California Fruit Growers' Exchange, are conducting a campaign of advertising, the direct and ostensible purpose of which is

to bring 3,500 growers into the Exchange. By reflex action, however, the campaign is making present members better members than they were before, and through cumulative influence will keep them better members. An advertising campaign of this size to win a 25 per cent market might seem out of proportion. But when the reflex influence on the 75 per cent portion of the market is considered, it is seen to be well worth while.

When Char- ity Becomes Tired of Suffering

In a letter to us commenting on an editorial, "Commercial Rates or Enac.ed Law?" in the September 16 issue of PRINTERS' INK, a correspondent says: "It appears wrong to murder a man—a weak one—physically. Why is it not wrong to murder morally or financially, just because of financial strength? I am for the small dealer—the small man."

Sentimentally, our correspondent has an idea here. It is an attribute of kindly human nature—and, after all, human nature is kinder than most of us may give it credit for—to sympathize with the plodder, the man who always seems to get the hot end of things, the disappointed, the incompetent and the weak. A great proportion of people in business, in as much as they are human beings, has to belong to one of these classifications. Consequently there has to be charity in thought and in deed, forbearance and a willingness to help.

Every thinking person knows well enough that if he had to bear only the consequences of his own misdeeds, his foolishness, incapacity or laziness, life could easily become one grand sweet song for him. But most of his troubles are due to the failings of others and if he attempts, in self defense, to correct these, he immediately becomes an oppressor of the weak, a hard-boiled tyrant with no love for humanity in his soul.

Fortunately for the good reputation and peace of mind of this well-meaning and much-harassed oppressor, there is in business a

force that causes the incompetent to eliminate themselves more or less automatically. The late P. D. Armour once called it "giving them plenty of rope so they can either build a ladder or hang themselves." A more highbrow definition would be to call it economic law. This is much more merciless than any tribunal that could sentence a man to physical death. For flinty-heartedness it leaves away behind the financial giant who crushes competitors just because he is strong. But, after all this, it is as just as the laws that Moses brought down from the mountain.

The small merchandising unit engaged in producing or selling will always have a place in the commercial scheme. But things are now coming to a pass when each will have to show economic justification for its existence. The trend, therefore, is toward larger units. This is not murder. It is good sense.

Why the Old Story Is Ever New

Victor F. Hayden, secretary of the Agricultural Publishers' Association, was commenting to one of our staff writers on an article in the September issue of *PRINTERS' INK MONTHLY* by Ray Yarnell, editor of *Capper's Farmer*, discussing the farm market.

"My first impression," Mr. Hayden said, "was that you were giving space to a proposition that everybody knows about, namely: that the farm is a real outlet for quality merchandise. And then I remembered that, after all, any number of perfectly obvious merchandising facts, far from being universally known, are not even generally known. Talk about farm market possibilities is an old story and at the same time a new and startling one."

Carrying out the same thought, a manufacturer friend told us recently that during a convention of his trade he was astonished when he saw that numerous leading men in his line did not know what seemed to him to be some perfectly elementary merchandising principles—things that he thought

must be known to everybody.

PRINTERS' INK writers often encounter the same condition. Leading merchandisers display a most remarkable ignorance of things that are well known to even an obscure buyer for a retail store. Examples might be multiplied.

Are we to infer from all this that merchandisers as a class are mentally lazy, that they are behind the times, that they have not the cerebral capacity to study, think and learn? Such an inference would be as preposterous as it is wrong. The real explanation is that not one important thing having to do with merchandising or any other function is known to everybody. It is dangerous to assume then that any idea, practice or fact is so firmly established that further exposition of it is superfluous.

A leading piano manufacturer, for example, has just asked a farm-paper authority for ideas on how to sell pianos to farmers. Admitting that he knew in general how to sell pianos, he was told to use the same methods on the farmer. He thought the farmer was different—something that "everybody" knew was not so.

Nobody with any wisdom at all claims to know everything about manufacturing, advertising and selling. He may think he knows the primer class rudiments. The chances are that there are certain of these that he has never even heard about.

What better reason can there be brought up for reiteration of the advertising story—for consistency and persistency in everything having to do with advancement of the marketing process?

Death of Nic Mollet

Nic Mollet, president and general manager of The Massillon-Cleveland-Akron Sign Company, Massillon, Ohio, lithography and printing, died recently at Seattle, Wash., while on a trip through the West.

J. O. Parsons with New York "Herald Tribune"

J. O. Parsons, formerly with Albert Frank & Company, has joined the advertising staff of the New York *Herald Tribune*.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

125 WEST THIRTY-SECOND STREET

New York

**AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS**

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

Graybar Electric Company

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Young Advertising Men Start Season

The Association of Young Advertising Men, New York, held its opening meeting of the season at New York on September 24. More than 100 members were present. Gates Ferguson, of the Blanchard Press, was the principal speaker.

Walter Meinzer, president of the club, briefly summed up the plans for the new season. He appointed R. S. Sherratt second vice-president.

* * *

Milwaukee Women's Club Appoints Chairmen

Gertrude Schmeling, of the Women's Advertising Club of Milwaukee, has been appointed chairman of the finance committee. Other committee chairmen are: Program, Gertrude Schloenleber; social, Mrs. Ione Kingsley, and publicity, Helen Baldauf. Frances McLeod is editor of "Ad Sparks," the official publication of the club.

* * *

Minneapolis Club Finds Positions for Students

The Advertising Club of Minneapolis is co-operating with the School of Business at the University of Minnesota in placing students in various offices and organizations at intervals during the school year, in order that they may gain first-hand knowledge of business problems and systems.

* * *

Oakland Club Has Membership Drive

A campaign for 120 new members has been started by the Oakland, Calif., Advertising Club. Ten teams have been organized by the membership committee, of which P. A. Anderson is chairman. The campaign will continue for two weeks.

* * *

Wins Los Angeles Golf Meet

The first monthly golf tournament of the Advertising Club of Los Angeles, recently held at the Lakeside Country Club, was won by Frank Delept, with a net score of 74. Second prize was won by H. H. Morgan. The next tournament will be held on October 21 at Palos Verdes.

* * *

Direct Mail Advertisers to Meet at Chicago in 1927

The board of governors of the Direct Mail Advertising Association decided at a meeting recently held at Detroit, to hold the 1927 convention of the association at Chicago, from October 19 to 21.

New England Agency Council Elects Officers

The New England Council of the American Association of Advertising Agencies, at its annual meeting which was held at Boston last week, elected officers for the ensuing year. Harold F. Barber, president and treasurer of the J. W. Barber Advertising Agency, was elected chairman to succeed John F. O'Connell, of the O'Connell - Ingalls Advertising Agency. Mr. Barber has been secretary-treasurer of the council for some years.

C. H. Bunting, of Walter B. Snow and Staff, was elected vice-chairman, and Richard S. Humphrey, of the H. B. Humphrey Company, secretary-treasurer.

A. E. Greenleaf, of The Greenleaf Company, becomes a member of the executive board of the association as a representative from New England. All of these officers, together with Mr. O'Connell, constitute the membership of the board of governors of the council. The newly elected officers take office following the association's convention which is to be held at Washington on October 27 and 28.

HAROLD F. BARBER



League of Advertising Women Awards Scholarships

The judges on award of the two memorial advertising scholarships at New York University given by the League of Advertising Women, have sent to the scholarship committee their selections of the two successful candidates. They have chosen Frances Ettinge, with Rogers & Company, printers, and Rosemary Weber, of the Plymouth Advertising Agency.

* * *

Hartford Club Starts Advertising Course

An advertising course to continue over a period of twenty-five weeks, has been started at the Hartford, Conn., Evening High School, by the Advertising Club of Hartford. The class meets three times a week.

* * *

Made San Francisco Club Director

Richard M. Budd has been elected a member of the board of directors of the San Francisco Advertising Club.

Los Angeles Club Installs Officers

At its first meeting of the season the Advertising Club of Los Angeles installed its officers, who were elected last June. The officers are: Harold J. Stonier, president; Carl A. Bundy, first vice-president; J. G. Jeffery, second vice-president, and Arthur Lee, secretary-treasurer.

The principal speaker at the meeting was Marshall N. Dana, president of the Pacific Coast Advertising Clubs Association. He stressed the need of teaching advertising in colleges and universities. "Business and advertising should be so closely tied together," said Mr. Dana, "that the student must take advertising along with business subjects so that advertising will become an integral part of the success of business."

* * *

Three Phases of Advertising

There are three periods through which advertisers pass in their advertising development, according to James A. Austin, advertising manager of the Omaha Bee. Speaking before a meeting of the Des Moines, Iowa, Advertising Club, Mr. Austin outlined these three phases as follows:

In his first phase, the advertiser devotes his copy to educational work, introducing his products; the second stage is the competitive period, in which superiority of the advertised article is stressed until finally, in the third phase, the advertiser devotes his efforts to the pursuance of retentive policies with the purpose of maintaining a place in the leadership of his market.

* * *

Bruce Barton to Open New York Club Course

The opening session of the advertising and selling course given by the Advertising Club of New York, is to be held on October 14. Bruce Barton, president of Barton, Durstine & Osborn, Inc., will speak on "The Vital Need for Selling and Advertising Executives."

* * *

F. E. Gymer, Editor, Cleveland "Torch"

Frederick E. Gymer, assistant publicity manager of the Cleveland Trust Company, has been appointed editor of the "Torch," official publication of the Cleveland Advertising Club, which has now been placed on a monthly basis.

* * *

St. Louis Club to Hear Senator Reed

United States Senator James A. Reed will be the principal speaker at the annual meeting and election of officers of the Advertising Club of St. Louis, which is to be held on October 12.

Business Paper Editors to Meet with Publishers

Members of the National Conference of Business Paper Editors will participate in the annual convention of the Associated Business Papers, Inc., which is to be held at the Hotel Astor, New York, on November 9 and 10. Representatives of the 115 business, engineering and industrial publications which make up the membership of the Associated Business Papers will attend.

The program has been specially prepared to signalize the twenty-first anniversary of the association. Speakers will stress the part which business papers may take as an agency with whose help leadership may be developed to lead industry to the solution of business problems.

At the morning session on November 10 there will be special meetings of the editorial, circulation and advertising groups. In the afternoon the session will be devoted to election of officers and other business matters. The editorial conference also will hold a business meeting for the election of officers.

Arrangements for the convention are in the hands of a committee of which G. E. Conkling, of the McGraw-Hill Publications, is chairman.

* * *

Boston Advertising Legionnaires Elect T. D. Carman

Travers D. Carman, New England publishers' representative, has been elected commander of the Crosscup-Pishon Post of the American Legion, an organization of Boston advertising men. The following were elected vice-commanders: Joseph G. Gavin, Chester A. Porter and Gabriel M. Stern.

Benjamin H. Ticknor has become treasurer; E. E. Leason, chaplain and William J. Newman, adjutant. Edgar Pinto, John Hurley, A. H. Wood, Jr., and Alexander Kennedy were chosen members of the executive committee.

* * *

Schenectady Club Holds Newspaper Meeting

For its 1926-27 season the Advertising Club of Schenectady plans to devote each meeting to a discussion of some particular phase of advertising. These meetings are to be addressed by a guest speaker, representative of the advertising interest under discussion. The first of these meetings was held last week and was devoted to newspaper advertising. J. J. E. Hessey, manager of the Eastern advertising department of the Chicago Tribune, was the speaker.

* * *

West Coast Display Men Elect F. A. Gross

Fred A. Gross was elected president of the Pacific Coast Association of Display Men at its annual convention last week in Seattle. The new secretary-treasurer is E. Q. Wilson. In 1927 the association's convention will be held at San Francisco.

The Little Schoolmaster's Classroom

THE Schoolmaster has never questioned the effectiveness of the now famous Listerine halitosis copy. The results have proved its value beyond any question. On the other hand the Schoolmaster has seriously questioned the value of the advertising of a number of manufacturers who have frankly imitated the halitosis idea by reaching down deep into *materia medica* and drawing forth newer and weirder names to hang, like social millstones, around the necks of aspiring young men and women who believe that good looks and a honeyed breath are adequate substitutes for intelligence.

Therefore the Schoolmaster was more than ordinarily pleased the other morning when he clipped from his morning newspaper the Reis underwear advertisement here reproduced. It is a humorous and therefore healthy *reductio ad absurdum* of an idea which has threatened of late to topple over by the sheer weight of imitative numbers. Incidentally it is an interesting and effective advertisement in its own right.

Brevity may be the soul of wit, but it is also the resource of the witless, says W. R. Hotchkiss in his new book, "Making More Money in Advertising," just off the press. In a chapter on

"Brevity in advertising—right and wrong ways to employ it," Mr. Hotchkiss mentions a number of ingenious ways in which the writer of advertising copy may conserve space through the use of intelligent brevity.

One that appealed to the Schoolmaster is the following:

"Did you ever stop to realize that the most intensely interesting things in the world are not those that are shouted at people; but those that are whispered? Even at a great fire, with shouting voices all around you, you hear very few of the words that are shouted; but your ear will listen and get at once the words that are whispered near you—'Hurry to that exit over to your left!'"

"Of course, there is a strong element of selfishness about receiving or listening to a whisper; but every human being is selfish; though some are less selfish than others. So this universal element of selfishness and the ever-present desire of people to learn something that

other people don't know may be made to work to the definite advantage of the advertiser. People have largely become hardened to the shouts of bargain advertisers that make such a roar in the newspapers, and they no longer impress them as they once did; but they haven't been so pestered with whispers and they will

Even his best girl couldn't tell him . . .



He wondered why every girl avoided him. But how could a lady explain that every time he crossed his legs he advertised the fact that he had put on his "heavies" for the winter.

Reis Lavender Label Undersuits fit around the ankles like a soft glove. They always make one feel at ease. \$2 to \$15.

Change to



Last Call for Christmas

Forms for the Christmas
issue close October 20th.

Hundreds of thousands
of boys will look to this
December number for
Christmas suggestions.

Be sure yours is there.

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue
New York, N. Y.

Lincoln Building
Los Angeles, Cal.

37 So. Wabash Avenue
Chicago, Ill.

DISTRICT SALES MANAGER

A rapidly growing concern doing a several million dollar business annually has opening for 2 District Sales Managers. Position presents real opportunity for men capable of hiring and training a sales force of productive men.

Prefer young men with ideas and initiative who are not afraid to go up against a hard problem. Familiarity with grocery trade desirable or experience in selling other specialties.

In reply, state full details of past experience, age, religion, salary expected. Address "Z," Box 286, care of Printers' Ink.

WANTED Manager and Sales Executive

Photo-engraving house established in one of the major cities wishes to place the management and direction of sales in the hands of a high-class executive with successful experience in this business.

Opportunity awaits the right man.

Answer by letter with full record of qualifications and past business connection.

Address "A," Box 287, Printers' Ink.

still listen to the whisper. Now, whispering is not a new discovery. Many stores use the column of small type, with its brief bargain offerings and amazing results from small space have often been secured. So this is not a new theory; but a further development of a proved powerful method of using small space."

* * *

A young Chicago friend of the Schoolmaster enrolled this fall as a freshman in Williams College. Within two or three days after he had matriculated his mother received the following letter from one of the college publications at Williams:

Dear Madam:

You are granting your son the best four years of his life by sending him to Williams; you are certainly entitled to know exactly what is going on in this little world of ours.

I suppose that your son writes you about once a week, and if he is like the average fellow, his letters are mostly commonplace. He tells you some of the things that he does in which he is most interested. He writes you how his scholastic work is coming along and every once in a while he makes a plea for money. He does not always realize that you are interested in every phase of the life that goes on up here at Williams.

That is the way I treat my mother, so I feel sure that I am telling the truth. I admit that it is thoughtless, but yet when it comes time to write the weekly letter, I dash off something that will let mother know that I am well and getting good marks and let it go at that.

On the other hand, you may receive wonderful letters from your son and you may read all that is printed about Williams in the papers, but you cannot get so clear and vivid an idea of life at Williams from him as you can by seeing the events pictured in the *Graphic*.

To bring the friends of Williams closer to the college is the main function of the *Graphic*. It is issued once a month and all the important events are reproduced in fine pictures. You will see pictures of the winter sports, of the athletic teams, of the picturesque scenery and of everything that will interest you.

Three dollars will enable you to make a mental monthly trip to Williams for one year. If after your first trip, you are not satisfied with the "intimate glimpses of Williams," drop us a line to that effect and we shall discontinue sending you the *Graphic*.

The Schoolmaster has been privileged to see form letters used by a considerable number of big busi-

My new business training enthusiastically received by advertising and selling world

From every part of the country come cordial letters from sales and advertising managers and advertising-agency principals, expressing their belief that my new Coaching Service in Advertising, Selling and Business Writing meets the needs of the times. A number of employers have counselled alert helpers to take up the work with me and prepare for larger usefulness.

Backed by an experience of more than 25 years in business, educational and writing work, I aim to accomplish these things:

1. To help ambitious sales and advertising managers who feel the need of more all-around ability.
2. To train men for branch-office management and sales-agency positions.
3. To do my bit in improving individual selling practice.
4. To aid those who wish to qualify for the editorship of first-class house-organs, store and company papers.
5. To make clear the most modern methods of preparing sales manuals and courses and of teaching salesmanship.
6. To give advertising and sales departments and advertising agencies better-trained helpers.
7. To qualify live men and women for service work in connection with printing establishments and publishers' space-selling departments.
8. To equip those who are ambitious to write business articles.
9. To encourage resourceful business women to enter the advertising field and to equip them for responsible work.

The idea seems to prevail with some correspondents that I require extensive business experience. All that I require is that the candidate have either a good fundamental education and a well-founded ambition for promotional work, or some working experience that seemingly gives a reasonably good chance for success. My blank calling for Preliminary Data makes this clear.

No coupon to this advertisement, but—

I'll gladly send you my Data Blank and prospectus on request. If you are the kind of candidate I am seeking, you are willing to write me a letter telling what you are now doing, what you know and have done, and what you are ambitious to be able to do in the years ahead. I am gratified over the applications received daily from such prospective subscribers. It is a real pleasure to aid earnest men and women to make the most of their ability.

The training is given through the mails in subscriber's spare hours. Textbooks of college standards used—my own and others. Lectures and other Supplementary Helps on modern loose-leaf basis. Service for 20 months. A written test on some major topic scheduled for each month.

121 Pierce Street,
College Hill, Easton, Pa.

S. Roland Hall

Member, American Association of Advertising Agencies, Authors' League of America, Advertising Club of New York, Poor Richard Club of Philadelphia. For five years, Representative of Alpha Portland Cement Company in Association of National Advertisers.

Art and Idea man of proven ability

Three and one half years Art Director of A.A.A.A.'s Agency in New York.

Has created outstanding campaigns for national advertisers and won sincere praise of clients and executives for constantly maintained high standards.

Solid background of engraving, printing and typography knowledge.

Successful in contact work.

Age 30, married

Available Oct. 10th

Address V, Box 283
Printers' Ink

Salesman Wanted

We have an attractive proposition for a successful salesman who has had newspaper experience. We offer:

1. A substantial salary. (We have found men who can earn good-sized salaries are really cheapest for us.)
2. All reasonable expenses.
3. A permanent cumulative commission on all sales made.
4. A chance for advancement; and investment, if desired.

ASSOCIATED EDITORS, Inc.
440 S. Dearborn St. Chicago

ness houses, including some who depend almost entirely upon the mails for getting business. More than once he has wondered how some of these letters can possibly bring in business. They are correct enough in their English but almost entirely lacking in selling spirit. They are stilted, unnatural, and written largely without appreciation of the customer's viewpoint.

This Williams letter is strong for the reason that it shows a vivid appreciation of the prospect. It creates a desire for the merchandise. When this is done buying is going to come as a matter of course and as pretty much of a detail—that is if the prospect can possibly spare the three dollars.

* * *

It seems to the Schoolmaster that the tendency to talk politely about trade-mark infringement is assuming the proportions of a general movement. Henry Ford, Carl Weeks of Armand, and a number of other heads of industries have substituted friendly methods of warning people for the old fear-inspiring threats composed by lawyers. The Warner Brothers Company of Bridgeport, Conn., is the latest user of the newer method. In many cases salesmen and dealers reported that the company's trade-marks had been improperly applied to goods other than the company's. Instead of assuming that every retailer should be held in suspicion and threatened because of the misdeeds of a small minority, this company takes a different stand. In business paper copy it talks in friendly manner thus:

Our trade-marks are just about the most valuable property we own.

Into them have gone our designing skill, the quality and uniformity of our product, our reputation for more than



**Howell
Cuts** 

for house organs
direct mail and
other advertising

ask for proofs

Charles E. Howell - Flak Building - New York

A·B·C·Week
Chicago
Oct. 18 to 23

The 13th Convention
of the

A·B·C·

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

Hotel LaSalle
Chicago

October 21st & 22nd

NINETEEN TWENTY SIX

Divisional Meetings - Oct. 21st

Annual Meeting - Oct. 22nd

The **Annual Dinner**

will be held on the night of

October 22nd

at the

Hotel LaSalle

Make Reservations Early



INCREASED SALES QUANTITY PRODUCTION REDUCED COSTS LOWER PRICES

- The above results justify the enormous yearly expenditure for general publicity advertising.
- Premium Advertising may be justified on precisely identical grounds. By its use new customers are secured and old customers held.
- It is not "something for nothing." The loyalty of a customer to a particular brand of merchandise is worth a great deal to its manufacturer.
- A portion of the advertising fund expended in this way is certain to result in: **Increased Sales—Quantity Production—Reduced Costs—Lower Prices.**
- It is a sound, ethical, logical and effective method of advertising.
- Booklets explaining our Service mailed on request to those stating the nature of their business.

THE PREMIUM SERVICE CO., INC.
9 West 18th Street, New York

Agency Production Manager Available October 15th

Eight years thorough experience all phases agency production. Four years in present position—art and production manager large New York 4-A agency. Well-trained executive, capable of directing large volume of high quality work.

Christian, age 30, married. Salary \$7,500.

Address "X," Box 284, Printers' Ink.

Photostats 
of any subject
By Photographers
Fast Messenger Service
PACH BROS.

28 West 44th Street, New York, N. Y.



**TOY BALLOONS
and
BALLOON NOVELTIES**
for
Advertising Purposes

The Western Reserve Rubber Co.
154 Kensington Blvd. Akron, Ohio

fifty years—in fact, all we are and stand for can be summed up in our trade-marks; Warner's Rust-Proof, Redfern, Corsetette, Wrap-Around, Oriental, Egyptian, Perfection.

From time to time we see or hear of the improper use of our trade-marks, especially of Corsetette or Wrap-Around as applied to other goods than ours. When a retailer has so applied these names, we always direct his attention to the matter and he invariably gives his hearty co-operation in righting the wrong. In no instance has an American retailer failed to acknowledge the authority of our position.

Merchants Respect Trade-Marks. They even organize their own Better Business Bureaus in the large cities to improve the ethics of competition, one aspect of which is to detect the ignorant or careless misuse of trade-marks.

Business men, knowing the issues involved, are careful not to call a camera a Kodak unless it is made by Eastman, not to call a corset a Wrap-Around or a corset-brassiere a Corsetette unless it is made by us.

We thank you.

A company invests large sums of money in advertising to retailers to earn their co-operation and good-will. How much more consistent it is, then, so far as the vast majority of retailers is concerned, to hold and express the belief that they are honest. How much more friendly to say "We thank you" than "We warn you."

R. L. Burdick Has Own Business

Rupert L. Burdick is now engaged in business for himself at New York as a co-operative advertising counsel. He was formerly executive secretary of the Associated Business Directory Publishers and for several years he was assistant to the executive secretary of the Associated Business Papers, Inc. For the last two years Mr. Burdick has been with the American Gas Association.

C. F. Chatfield Becomes Publishers' Representative

C. F. Chatfield, until recently with Barron G. Collier, Inc., has opened an office at New York as a publishers' representative for business papers.

An evening course in practical advertising has been started at Hunter College, New York. David Mosesson is in charge.

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

Fond Du Lac Newspapers Merge

The Fond Du Lac, Wis., *Daily Reporter* and the *Daily Commonwealth* have merged as the *Commonwealth Reporter*. The merger took place following the purchase of all the assets of the P. B. Haber Printing Company, publisher of the *Commonwealth*, by the Reporter Printing Company.

A. H. Lange, president of the Reporter Printing Company, C. F. Coffman, vice-president and editor, and Emery Martin, secretary-treasurer, will continue as publishers of the newspaper. The G. Logan Payne Company and Payne, Burns & Smith, Inc., will act as national advertising representatives.

Timken Advances R. C. Brower

R. C. Brower has been appointed general manager of The Timken Roller Bearing Service and Sales Company. He will make his headquarters in Canton, Ohio, at the main plant of The Timken Roller Bearing Company. For the last four years Mr. Brower has been associated with the Timken company, in both the automotive and industrial machinery sales divisions.

R. E. Tuttle Associates with Bailey & Walker

Robert E. Tuttle, formerly with the Chicago office of the Gardner Advertising Company, has joined Bailey & Walker, advertising agency of that city, acquiring a third interest in the business. The name of the agency has been changed to Bailey, Walker & Tuttle, Inc.

Canadian Account for Campbell-Ewald

The Canadian Industrial Alcohol Company, Ltd., Montreal, and its subsidiary companies, have appointed the Montreal office of the Campbell-Ewald Company, advertising agency, to direct their advertising.

Sales Executive

The environment of early travel—A period of service "Over There," and ten years' practical experience with Promotional Sales, Advertising, and Assistant Sales Management endeavors, plus consistent studies of merchandising, has crystallized into an alert self-reliant Sales Executive of 34, who will loyally deliver the message of some Garcia.

He has covered various dealer trades nationally, acquiring a first hand knowledge of dealer requirements; has had intimate contact of actual conditions in the field with numerous salesmen and has developed a strong sympathetic sense that has proven invaluable in corresponding with the sales force and customers. Can create Sales Manuals, Advertising Copy, etc. With a splendid background of experience, this man will now readily mold into any substantial organization.

"B," Box 283, Printers' Ink.

High-Salaried

Young man, 25, single, wishes to leave limited field for that of advertising where very unusual ability to create selling ideas and embody them in striking, individual copy gives opportunity for greater achievement. Holds A.B. and A.M. degrees, has had two years' publicity, considerable writing, some copy and merchandising experience. Will start in any capacity at small salary, but proves and is most able at copy. Address "D," Box 146, Printers' Ink.

PRINTING SALESMAN

Experienced, wanted by medium-sized but completely equipped plant. To an aggressive worker we will assure full cooperation. Here is an unusual opportunity to build up a large sales volume, on the basis of good work at low prices. Salary or commission. Write for interview. Address "Y," Box 335, Printers' Ink.

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

Brockton Daily Enterprise

Printing 23,000 Daily

Less than 2100 lines 8½ cents a line; 2100 lines or more 7½ cents a line. Effective September 1, 1926

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



Classified Advertisements

Rate, 65c a line for each insertion. Minimum order, \$3.25
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers'-Bookbinders' Outfitters

Modern Cut-Cost Equipment
Also Rebuilt Machinery

Conner Fendler Branch, A. T. F. Co.
New York City

ASSOCIATE WANTED

who can invest \$15,000 to \$25,000 in remarkable Woman's Magazine that has been tested out and is now ready for rapid development into a great property. Box 430, Printers' Ink.

Modern, progressive printer has 2,200 Square Feet to sublet. Heavy, modern, sprinklered building, flooded with daylight, near Pennsylvania Station and Post Office. Immediate Occupancy. Clarence S. Nathan, Inc., 424 West 33rd St., New York City.

AN EXCELLENT OPENING, FOR A BUSINESS-LIKE YOUNG MAN, PREFERABLY A COLLEGE GRADUATE, ONE WITH LITERARY TASTES, OR SOME NEWSPAPER EXPERIENCE, TO BECOME INTERESTED IN A COMPLETELY ORGANIZED BOOK PUBLISHING CORPORATION WITH EXCELLENT PROSPECTS, WHICH HAS NOT ONE DOLLAR OF DEBTS, AND AN UNUSUALLY GOOD FIELD TO WORK IN. HE WILL BE REQUIRED TO BRING WITH HIM, FROM \$10,000 TO \$25,000 (INVESTMENT GUARANTEED) AND NOT BE AFRAID TO PULL OFF HIS COAT AND WORK HIS WAY UP, TO A BIG GROWING FUTURE. ADDRESS "BOX B," SUITE 1004-1009 AT 1841 BROADWAY, NEW YORK CITY.



YOUR SPARE TIME

Write for exclusive territory on our copy-righted Farmers' Calendar. Just one size, one style. Sample weighs two ounces. Big seller to Banks, Hardware Merchants, Implement Dealers, Real Estate and Insurance Agents, Lumber Yards. In fact every line is a prospect. If you fail to sell but report the call, we get the order and pay you just the same. Old established Company with loyal customers and 90 per cent repeat business. In writing give permanent address.

AMERICAN CALENDAR CO.
Greenville, Tennessee

Wanted—

To buy a small magazine, acquire an interest in one or lease. Box 433, care of Printers' Ink.

PUBLISHERS

From nothing to billing of \$3,000 a month in two years is what I have done for one business paper. How are you represented in Chicago? Highest references. Box 439, P. I., Chicago Office.

HELP WANTED

ADVERTISING SOLICITORS on a Society magazine; familiar with Automobile and general metropolitan advertisers in New York and vicinity. Box 427, Printers' Ink.

YOUNG LADY

to do typing in the evenings. Saturday afternoons, and Sundays. Address Box 417, Printers' Ink.

Young man, 21-28 for newspaper executive's office. Knowledge of typewriting and shorthand essential. Unusual opportunity for advancement in any field of journalism for ambitious hardworking man. Box 418, Printers' Ink.

Printing salesman, who is now selling the better grade of color work and direct-by-mail advertising has opportunity to connect with progressive, old-established concern, on percentage or profit-sharing basis. Modern equipment, art department, full co-operation. Answer, giving full details of sales and present connections in confidence to Box 435, P. I.

EXPERIENCED COPY WRITER FOR RADIO ACCOUNT

Advertising agency will employ a high-grade copy writer for national radio account. Must have had years of copy writing experience and be thoroughly familiar with radio. We want a man whose copy is positively first class. None other need apply. State experience in full. Box 420, Printers' Ink.

Reporter Wanted

Large national advertiser wants man with distinctly engineering slant, but who has had experience as a news reporter on a daily newspaper. Prefer a man with an engineering education, but will consider one who has merely the engineering instinct. Annual salary about \$2500 to start. Box 437, P. I.

ART PHOTOGRAPHER

An established studio, specializing in model photography for advertising, and fashion photography for manufacturers and retailers, is looking for an unusual man of proven ability. To the right man we will offer an excellent salary and contract. Write us first, giving full experience, etc. All letters will be answered. Position Detroit, Michigan. Box 415, Printers' Ink.

Advertising Salesman wanted by established business paper. Grocery trade paper experience desirable, but not necessary, but must have trade paper experience of some kind. Salary with commission arrangement means \$5,000 a year to right man. Box 436, P. I.

MISCELLANEOUS

FOR RENT—LOFT, about 6000 feet, Hallenbeck-Hungerford Bldg., 80 Lafayette St. Exceptionally light, 24-hour, 7-day service. Suitable for printer, binder or trade compositor. Immediate occupancy. Select Printing Company, 80 Lafayette St., N. Y., Worth 5140.

POSITIONS WANTED

Seasoned Newspaper Man (30), successful as free lance feature writer in best N. Y. dailies, wants to break into advertising. Knowledge Spanish and French. Box 426, Printers' Ink.

Advertising Manager or Solicitor—Thoroughly experienced in newspapers and trade magazines. Backed by a record of successful work. A rare chance to secure a real producer. Box 431, P. I.

Young man, 29, Mechanical Engineer, desires to change present connection. Technical advertising experience. Thoroughly familiar with all phases of production and publicity. Box 425, P. I.

ARTIST

with advertising experience. Specializing at lettering, layout and design desires connection. Box 422, Printers' Ink.

Advertising Artist, producing classy, realistic still-life, design, pen, wash, color; creative, commanding ideas; will break in at bottom salary where high class work is the rule. Also figures, fine lettering. Box 440, Printers' Ink.

Do You Need a Cub Salesman who has had five years of well-balanced advertising experience, who is at present employed and is earning a fair salary, but who is "just rarin' to go" into the selling force of a reputable magazine or newspaper agency? Box 429, P. I.

ADVERTISING AND SALES PROMOTION EXECUTIVE

Available November 1st

Seven years with one of leading national advertisers. Thorough knowledge direct-mail, catalogue and house-organ work. Interviews solicited. Box 428, P. I.

ASSISTANT SALES MANAGER

Nine years in specialty field. Experience covers sales promotion, training and supervision of salesmen, direct mail campaigns, office management. Knowledge of advertising. Age 38. Four years in present connection. Highest references. For interview address Box 424, Printers' Ink.

IN BOSTON, afternoons, from 1:30 to 5:30—Young man, 26, employed as proofreader on Boston paper from 7 p.m., has had experience and training helpful to an agency or advertiser; formerly with typographers in Chicago; 4 years' evening courses in university school of business and journalism; practical instruction by practical men. Ready for a man-size job that later will demand full time. Address Box 421, P. I.

WE CONNECT THE WIRES

ADVERTISING MANAGER OR ASSISTANT with five years' experience, seeks position anywhere at \$50. Age 37. College trained. Has prepared catalogs, house organs, dealer helps and trade journal advertisements for shoe and food concerns, supervising art work, engraving, etc. Fair copy writer, good on layouts and production. Ask about our No. 5676.

FERNALD'S EXCHANGE, INC.

Security Bldg. SPRINGFIELD, MASS.

SALES PROMOTION SPECIALIST—12 years' sales and advertising experience qualifies me to create a profitable new Sales Promotion Department or to revitalize an old one. Box 432, P. I.

Trade Paper Editor

Thoroughly competent in all branches, make-up, feature articles, news, etc. Fine record. Age 29. Box 423, P. I.

Advertising Manager

Forceful copy writer; attractive layouts; thorough knowledge merchandising and mechanical details; capable sales executive, thoroughly conversant with trade, consumer and direct mail advertising; 8 years' experience. Box 100, 228 West 42nd Street, N. Y.

Sales Executive—Manager of national retail distribution and service. Internationally famed automotive equipment. Member S.A.E. Fifteen yrs. exp., 5 yrs. in present executive position. Seeks opening with growing concern with substantial possibilities and will consider opportunity for advancement more essential than present salary. Age 38. Married. Christian. Box 416, Printers' Ink.

VERSATILITY

Young man, twelve years with national advertiser, now assistant to manager of large advertising department, seeks connection with smaller concern, either agency or manufacturer. Can write copy, make layouts and visualize advertisements of a diversified character. Thoroughly familiar with functioning of large sales organization. Knows something about buying. Well-rounded exp. for executive position. Box 419, P. I.

ADVERTISING MANAGER

Efficient, dependable executive, 34, versatile, exceptional education, well trained, broad business knowledge and sound business sense; thoroughly experienced in advertising in all of its ramifications, analyzes possibilities of products; can put new life into sales promotion ideas; writes clear, convincing copy, prepares effective sales letters and inviting literature; manages details of printing and publication production; directs campaigns, maintains efficient system of department operation, excellent record. Reasonable salary. Wallace Miller, 115-66 194th St., St. Albans, L. I.

Table of Contents

NEW YORK, OCTOBER 7, 1926

Don't Be Too Sure That Changing Styles Will Not Affect Your Business	3
<i>Walter L. Houghton</i>	
Why Not Speechless Sales Conventions?.....	10
<i>Percy H. Whiting</i>	
Why Dealers Waited Forty-Nine Years to Push Our Line.....	17
<i>F. A. Bunte</i>	
When Letters to the Husband Sell the Wife.....	25
<i>Harrison McJohnston</i>	
The Use and Misuse of Coupons.....	33
<i>E. T. Gundlach</i>	
Dewart Buys Munsey Newspapers.....	44
Selling the College Market.....	49
<i>Pete E. F. Burns</i>	
Should Senior Salesmen Be Trained?.....	57
<i>R. C. Hay</i>	
Famous Names Make Weak Trade-Marks.....	69
<i>Special Washington Correspondence</i>	
Copy Compression—Your Sales Story in 100 Words.....	77
<i>C. B. Larrabee</i>	
A. B. C. Week Draws Many Meetings to Chicago.....	84
The Dangers of Stealing Competitors' Salesmen.....	89
<i>G. M. Breinig</i>	
Some Christmas Ideas to Pass on to Retailers.....	97
<i>P. K. Crocker</i>	
Important Issue to Be Discussed at A. B. C. Meeting.....	104
A Slam at Small-Order Buying.....	109
<i>Charles J. Basch, Jr.</i>	
First Aid to the Downhearted Salesman.....	117
<i>James H. Collins</i>	
If You Sell the Retailer His Store Equipment.....	129
<i>H. E. Pettingill</i>	
Let Your Dealers Write Your Trade Advertising.....	135
<i>Don Gridley</i>	
The Penalty of Imitation.....	139
<i>D. Morris-Jones</i>	
How to Compensate the Export Salesman.....	166
<i>Special Washington Correspondence</i>	
Unconventional Illustrations for Conventional Products.....	173
<i>W. Livingston Larned</i>	
How Some Salesmen Ripen for Bigger Jobs.....	181
<i>A. H. Deute</i>	
The Merchandising Dangers of Instalment Selling.....	184
Labor Co-operates to Advertise Union Label.....	189
<i>Roy Dickinson</i>	
Mapping Out the Bank's Advertising Appropriation.....	197
<i>G. Prather Knapp</i>	
A Retailer's Tips to Advertisers Using Window Displays..	209
<i>Carl V. Haecker</i>	
Editorials	234
<i>Is Store Selling Too Easy?—Reflex Action in Advertising—When Charity Becomes Tired of Suffering—Why the Old Story Is Ever New.</i>	
The Little Schoolmaster's Classroom.....	240



VICI kid

IN the most eventful period in the history of shoe merchandising — the only consistent advertising effort of a leather manufacturer in the interests of retail shoe sales has been that of Robert H. Foerderer, Inc.

The
EUGENE MCGUCKIN
Company
PHILADELPHIA

ADVERTISING

Book Publishers

use more of their advertising appropriations in The Chicago Tribune than in all other Chicago papers combined!

Book publishers using The Chicago Tribune get:

Greater circulation than in any other recognized book medium in America.

Lowest milline rates of any book medium.

Coverage of the book reading public in 287 towns of The Chicago Territory containing 645 book stores.

A publication that will actually sell books.

The Tribune leads all other Chicago newspapers in book lineage. During the first eight months of 1926, The Tribune printed 52 per cent more book lineage than the Daily News, its nearest competitor.

Larger copy, actually selling books, is replacing the institutional advertising long used by book publishers. As results can be checked carefully in this kind of advertising, The Chicago Tribune naturally takes the undisputed lead among book media in the Central States.

A glance at rates and circulation figures proves the economy of Tribune advertising.

	Circulation (daily)	Line rate for books	Milline rate for books
Tribune	700,443	\$.67	\$.96
News	401,671	.55	1.36
Post	36,021	.20 (minimum)	5.55
Herald-Examiner	385,276	.45	1.15

The circulation figures above are from latest available government statements. The Chicago Tribune's daily circulation is now in excess of 750,000.

One indication that Tribune readers know and use bookstores is the sale of the "Line Book," a collection of verse and humor from Richard Henry Little's column in The Tribune. More than 270,000 persons bought this booklet in Chicago bookstores within a few months. . . . They constitute an interested, active part of The Tribune's 750,000 daily circulation which responds to book advertising.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

1926

PRINTERS'

INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City



VOL. CXXXVII, No. 2

NEW YORK, OCTOBER 14, 1926

10c A COPY

The Birthday of a Great Idea

THIRTY-FIVE years ago the 16th of this October, the International Correspondence Schools were founded at Scranton. On that day was inaugurated a new method of training that has since become an indispensable part of the educational program of the nation.

The greatest assets of the I. C. S. today are not the brick and stone which make it the largest correspondence school in the world—not the massive buildings which house its instruction staff in Scranton—not the millions of dollars that have been invested in the preparation of its textbooks.

Greater than all these is the part the International Correspondence Schools have played in shaping the careers of countless men and women. In lifting them from the deep-worn rut of mediocrity and helping them to climb the heights. Inspiring ambition. Building character. Furnishing the special training that is becoming more and more necessary with each passing day.

So to help ambitious men to go forward on the Up-road to Success is a fine and glorious work, and we are glad to have had a part in it for so many years.

With the exception of the years 1911 to 1915, we have served the International Correspondence Schools continuously since 1896—a record of which we are very proud.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

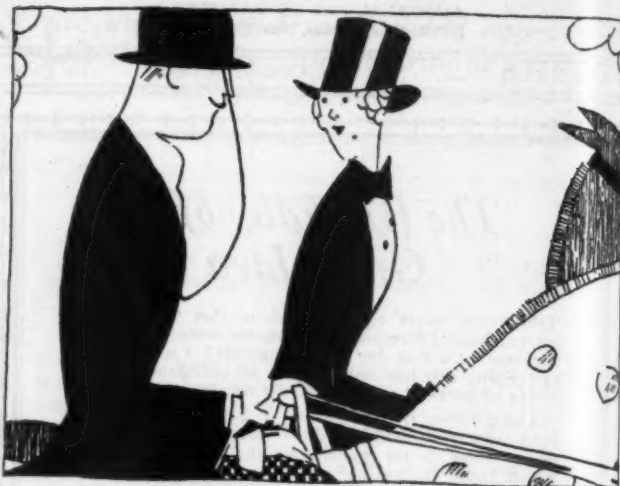
BOSTON

CHICAGO

SAN FRANCISCO



"The TALK OF THE TOWN."



HE: "I am sending your sister 'The White Box' for her birthday."

SHE: "Good idea! And don't forget that we are twins!"

The line of Park & Tilford Candies is extensive and elaborate.

The simplest package of all was chosen as a value-demonstrating leader, named "*The White Box*", and advertised with an Interrupting Idea.

The result is steadily increasing sales, not only of "*The White Box*", but of all Park & Tilford Candies.

The Federal Advertising Agency, Inc., of 6 East 39th Street, New York, have here applied their Interrupting Idea principle to the merchandise as well as to the copy and the art.

Issued
Publish
June 25
Vol. C

A

A "M

TH
ad
distrib
import
closes
The
terest
chain
tisers
each
contin
privat
in the
tomer
lies in
are
store
a pol
hold
a con
vertis
is in
many
ing c
ally
with
by s
ally
ticles
Th
been
resul
have
these
econ
By
labor
man
tiser
chain
to g
for